NOVEMBER 27, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly

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ETROIT

GAMBLING'S

*good for people**

EVERY WEEKDAY MORNING at precisely 7:15, a mellow fellow named John Gambling is invited into the homes of hundreds of thousands of WOR listeners. Part of his program's corn, but it's the sure-fire, chuckle-churning corn of the master showman. Mixed with the music, jokes and jibes, however, is news, the weather as it is and will be, and intimate, goodnatured asides to listeners on things they reveal to John in his massive daily mail.

What such a formula has done for sponsors, is written in very black ink on the ledgers of people like Bond Stores, E. R. Squibb & Son, Illinois Meat Co., and many, many others.

For more than 19 years John Gambling's show has been a very important part of WOR's versatile programming. It's a kind of radio showmanship that has a continuing, habit-forming vitality. Pick *any* WOR-created program and you'll find it cloaked with this same quality. It's a knack, of course; like great editing. But it's also the net result of penetrating personal research by highly-skilled interviewers into the likes and dislikes of millions of listeners.

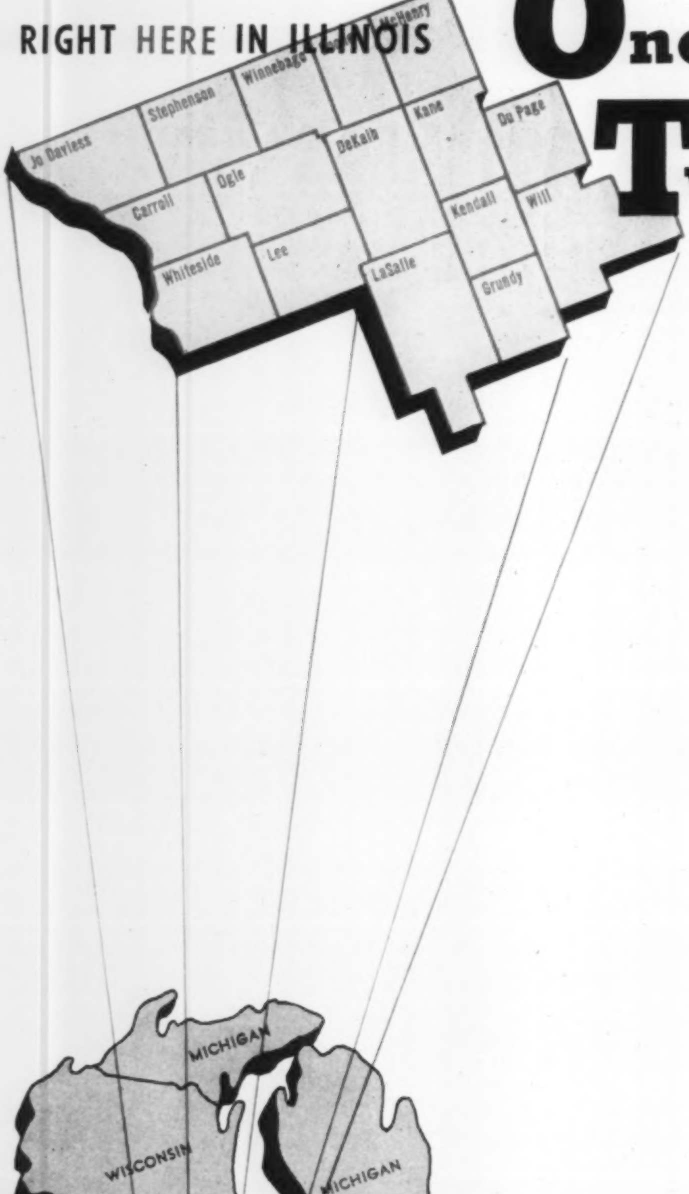
If you have a radio program, or are seriously considering the purchase of one, WOR thinks it would be both a wise and profitable thing to have a chat with its gifted showmen. Their business is knowing what the public wants in one of the greatest listening territories on the Eastern Seaboard. They can save you worry, time and needless expense.

—that power-full station **WOR**

at 1440 Broadway, in New York

**Sponsors are people, too; aren't they?*

MEMBER OF THE MUTUAL BROADCASTING SYSTEM


RIGHT HERE IN ILLINOIS
McHenry
Winnebago
Stephenson
Jo Daviess
DeKalb
Kane
Du Page
Carroll
Ogle
Kendall
Will
Whiteside
Lee
LaSalle
Grundy
MICHIGAN
WISCONSIN
MICHIGAN
INDIANA
ILLINOIS

One letter for each Two radio homes

HERE in 16 Northern Illinois Counties (Congressional Districts eleven, twelve, and thirteen) WLS listeners are on a one out of two basis, judged by 1943 mail. 107,676 letters were received from these 16 counties; there are 217,901 Radio Homes in the same area: 49.8 letters per 100 radio homes or ONE out of TWO!

These 16 Illinois Counties are just a part of WLS' Major Coverage area of four states, whence we receive over a million letters a year. But they show how the WLS audience LISTENS and RESPONDS! How down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! Write WLS today to learn how many of our listeners wrote for Ration Book Holders this fall; how many youngsters responded to a one-time School Time offer of a zoo map; how many Feature Foods housewife-friends asked for Martha and Helen's Christmas Greeting folder. Learn how, at any time of the broadcast day, WLS GETS RESULTS!

NUMBER SIX in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail from 16 Illinois Counties. Through the series, we have revealed actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK. **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

YANKEE *Coverage*

Fits Your Market Like a Glove

WHTD
Formerly WNBC
Hartford, Conn.
is now under
Yankee Network
Management

NEW ENGLAND is network territory, more so than areas much larger in size.

The Yankee Network is the only network which fits the sales pattern of this area — the pattern of its many scattered key cities which are distribution centers for all New England.

Here are twenty-one important markets — with direct entry into each via a Yankee hometown station. In each instance Yankee gives you the advantage of working with a local, accepted organization — one which can introduce you properly and obtain for you the warm welcome and friendly cooperation you seek.

You can't make any jobber or retailer mad by using his local station. But you can fit your sales effort to an exact market pattern, get the same hard-hitting impact everywhere, strengthen your dealer set-up and get complete consumer coverage — by taking The Yankee Network's twenty-one hometown stations.

Acceptance is THE YANKEE NETWORK'S ***Foundation***

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

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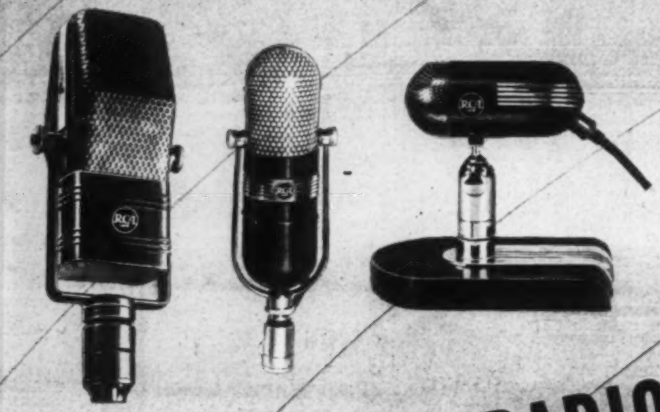
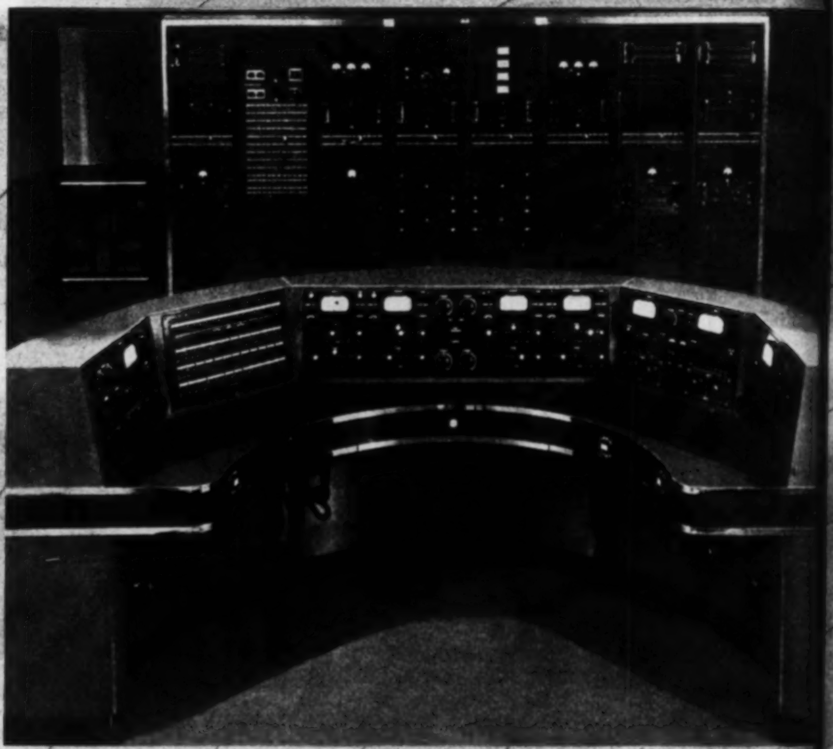
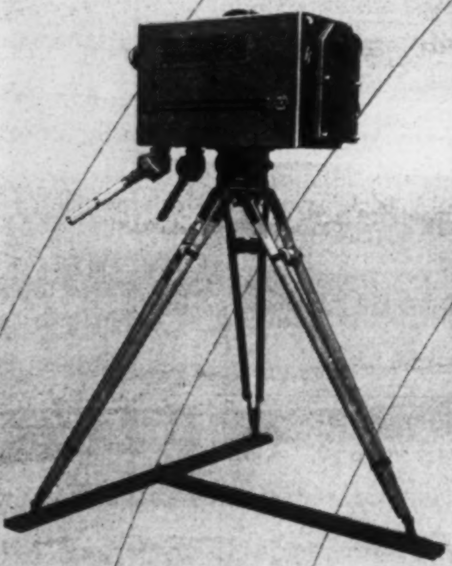


High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.





Portable Television Camera — one of many RCA Television developments.

Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.

IN SWEET ♩♩♩♩ BUT
HOW WILL IT GO ON THE AIR?

MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

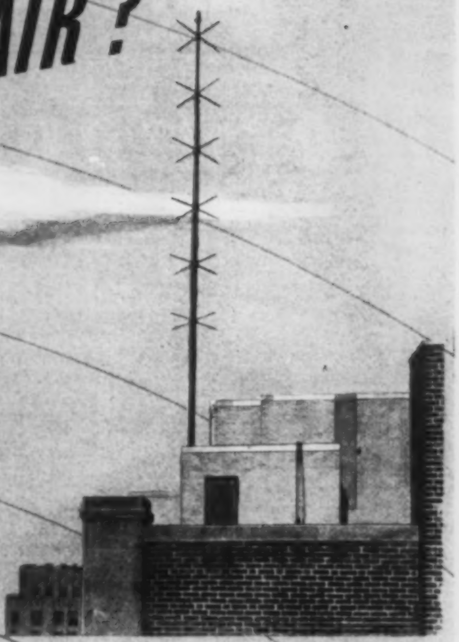
For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on *equipment*.

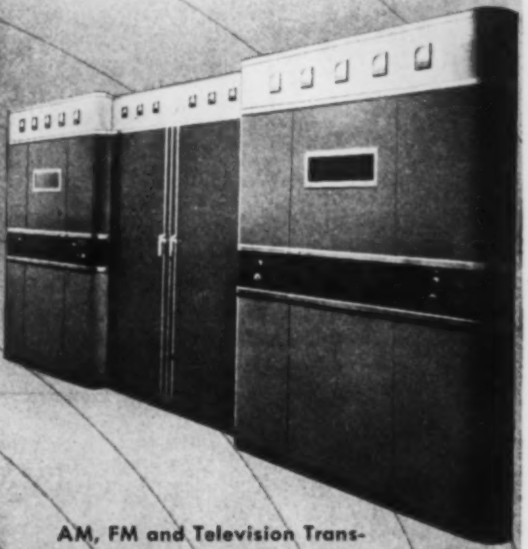
RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want—support you can depend on—whether your program goes out via AM, FM or Television.

RCA makes them *all*.

BUY MORE WAR BONDS



Turnstile antennae for FM and Television.



AM, FM and Television Transmitters—RCA makes them all.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY.. *In Radio.. Television.. Tubes*
Phonographs.. Records.. Electronics

Up Goes the Hooper on KOIL's Morning Shows

such as-

"Polly the Shopper"

The Hooper on KOIL morning shows has been climbing steadily.

"Polly the Shopper", 10:45 to 11:00 a. m., Monday thru Friday, is pulling excellent results for items sold thru retail stores in the Omaha area. "Polly" is an old-timer with a loyal following. When she speaks up for a product things happen.

"Polly" has a new show, too, worth your attention. The same type of show at 2:30 to 2:45 p. m.

Better check up with our representative Edward Petry Co., Inc.

KOIL CBS in Omaha

GORDON GRAY,
General Manager

5000 WATTS ... 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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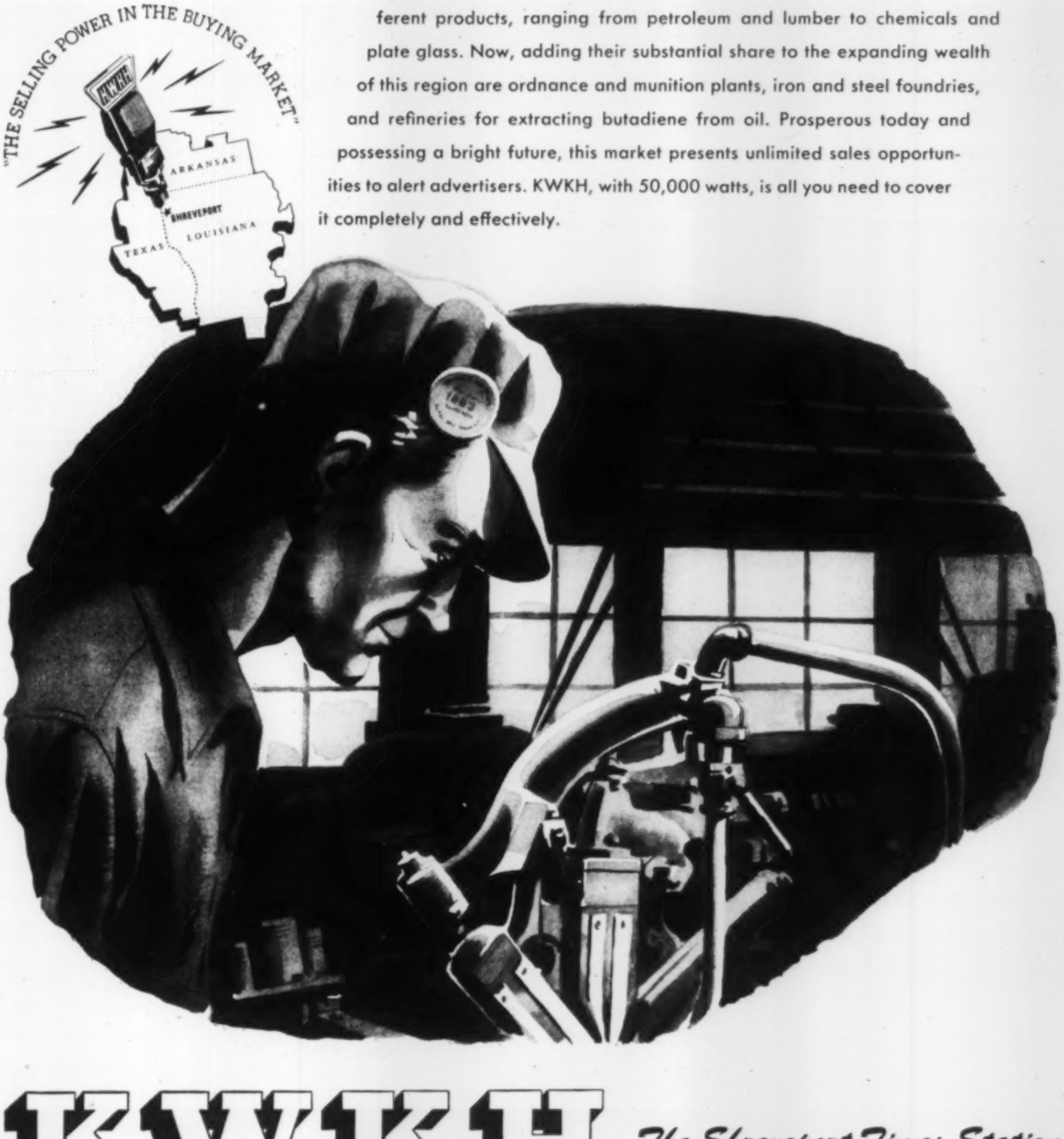
Industry..

Diversity is the keynote of industrial activity in this tri-state area. Even before the war, more than 172 industrial plants manufactured 688 different products, ranging from petroleum and lumber to chemicals and plate glass. Now, adding their substantial share to the expanding wealth of this region are ordnance and munition plants, iron and steel foundries, and refineries for extracting butadiene from oil. Prosperous today and possessing a bright future, this market presents unlimited sales opportunities to alert advertisers. KWKH, with 50,000 watts, is all you need to cover it completely and effectively.


"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

- **advertisers!**
- **agencies!**
- **radio station owners!**
- **television licensees and applicants!**
- **writers, producers, performers!**

Are you determined to lead your field in Television's "Four Dimensional" selling and entertainment? *Then it is none too early —*

Advertisers and agencies to . . .

Assay the visual values of your radio program properties and "screen test" your product for demonstration commercials.
Evaluate your Television program idea.

Television station planners to . . .

Help develop material for programming — and pre-empt local rights to syndicate features on a share-the-cost basis.

There is much to be learned about Television. Ten years ago we started *thinking* about the manifold problems of producing effective Television at a moderate cost. Today we believe we have some of the answers. And we have assembled a staff and set up facilities to develop the others. We propose to do this in collaboration with others who believe, as we do, that Television on film will be a necessary and prolific source of material; to develop the short-cut techniques which are essential if "live-talent" Television costs are to be held within reason.

Our staff combines experience in advertising, public relations and show business; creative, sales and executive posts with major advertising agencies and media — radio, outdoor, publications; service with major theatre units, Hollywood film studios and commercial film production. Our orientation in these fields makes for a quick grasp of your objectives and a sure-footed execution of assignments.

Our facilities include Television's first laboratory for program experimentation. In mid-Manhattan, it is now being equipped to serve you. Write or telephone, stating your specific interest — or invite us to call.

Cine-Television Studios

Consultants, Production Supervisors in the Visual-Action Media (Distribution via the Motion Picture Networks)

100 E. 42nd STREET • NEW YORK CITY 17 • MUrray Hill 5-2874

WEAF
2nd YEAR
WEAF
Nice going, Adelaide!

Take a well-deserved bow for the job you've done in your first year of broadcasting over WEAF.

You've made the name Adelaide Hawley stand for one of the best-known and most popular women commentators on the air . . . displayed a showmanship on your program every weekday that has won the admiration of the radio world in general and of WEAF in particular.

For we of WEAF who have seen you at work . . . watched your following grow . . . have an intimate acquaintance with your success. And we'll venture the prediction that this, your second year on WEAF, will result in even greater popularity for your 9:30-9:45 a.m. program . . . even larger numbers of listeners among the men and women of the WEAF audience . . . even wider sponsor-demand for inclusion in your program.*

• •

You're one more example—and a mighty good one—of what a top-notch job can be done with a top-notch program on a top-notch station. *Nice going, Adelaide!*

WEAF NEW YORK—NBC's Key Station
660 on your dial
50,000 watts
represented by NBC Spot Sales

NBC
A Service of Radio Corporation of America

Sold out. Prospective sponsors should keep in touch with NBC Spot Sales for future availabilities in the Adelaide Hawley program.

WFLA
NOW
5000
WATTS NIGHT
more than
150,000
New
listeners
DAY NIGHT
5000
WATTS
WFLA
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

At Deadline . . .

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 27 starts Kay Kyser's *College of Musical Knowledge* on NBC Wednesday, 10-11 p.m. for Palmolive soap and Colgate dental cream. Program, now sponsored by American Tobacco Co. for Lucky Strike cigarettes, will continue to originate from service posts. Colgate will be sponsor of seven network programs—four on NBC and three on CBS. Agency is Ted Bates Inc., New York. American Tobacco will continue to sponsor Jack Benny for Lucky Strikes on NBC and *Your Hit Parade* on CBS.

EDGAR KOBAK, new MBS president, will meet with the network's directors in New York Dec. 9-10. Top programming post at Mutual has been offered Phillips Carlin, former Blue vice-president.

SEARS, ROEBUCK & Co. (retail stores) will place 30 to 35 weekly spot announcements for four weeks on six Chicago stations. Agency is Ruthrauff & Ryan.

SELLERS of SALES

GERTRUDE SCANLAN hardly missed a rung on her climb up the BBDO ladder since she joined the agency in 1929 as stenographic supervisor. From this clerical start she moved to office manager and in 1938, after absorbing the art of the field for almost a decade, transferred to radio under Arthur Pryor, Jr., vice-president and radio director of the agency.

A little over two years ago she was appointed timebuyer, an occupation for which there seems to be a family talent—her sister, Elenore, also being with BBDO in the same capacity. Now, as a move toward closer relations between the agency and stations, BBDO has appointed Gertrude local radio manager. With some 30 spot radio accounts in the house, it will be her job to make frequent trips into the field, working closely with stations on various spot campaigns.

GERT

Taking into cognizance the fact that it is necessary for timebuyers to know more than the questions and answers on timebuying itself, Gertrude acquaints herself with the products for which the time is to be bought.

One assignment she recently completed was an extensive campaign for Wildroot Cream-Oil Formula, a product of Wildroot Co., Buffalo. First, Gertrude worked with the BBDO marketing and research department, obtaining information about present and potential customers, age groups, geographical locations and similar market research data. Trips to Buffalo to get a comprehensive picture of the Wildroot sales organization and problems followed.

Finally the product was tested on a few stations. Only then, after this proven workmanlike procedure, did she place programs and announcements for Cream-Oil on some 134 stations.

The success of the campaign attests to the advisability of following this old painstaking formula. Wildroot, as a matter of fact, is probably the outstanding radio spot success of the year. The widespread use of spots is accomplishing a three-pronged job: (1) providing mass sampling of the product by the consumer; (2) intensifying distribution; (3) building a sales volume which has pushed the hair tonic into the field's leading sellers within 11 months of its introduction.

Gertrude also buys time for Royal Crown Cola, a Nehi product. Nehi's schedule consists of transcribed chainbreaks and one minute spot announcements on more than 300 stations throughout the country.

The theatre, golf and tennis are Gertrude's extracurricular pastimes. She has however, one other which is little known and holds professional possibilities. She is quite an accomplished architect and designed her own home in Ridgefield Park, N. J.

"Miss America" via WWDC

Yes, Miss Venus Ramey, 19 year old beauty, got her break for fame and fortune through Radio Station WWDC. First she became "Miss Washington, D.C." Then through the finals to become "Miss America."

We sponsored the local contest because we're interested in Washington people. It's our day-after-day interest in local affairs that leads people to call WWDC "Our Washington station." Time buyers know WWDC as the big sales result station.

WWDC
WASHINGTON, D. C.
National Representatives
WEED & COMPANY
NEW YORK • CHICAGO • HOLLYWOOD
DETROIT • BOSTON • SAN FRANCISCO

AN EVER-WIDENING CIRCLE

★ LOW FREQUENCY
1070 Kilocycles

★ A CLEAR CHANNEL

★ 5000 WATTS

The Voice of WIBC, like the ripple from a pebble tossed into a body of water, travels in an almost true circle, farther, and with greater fidelity than that of any other Indianapolis Station.

WIBC's low frequency (1070 Kilocycles), and 5000 Watts power offer greater coverage, greater listener satisfaction, and greater results per advertising dollar. Write for additional information.

Represented Nationally by John Blair & Co.

A *Mutual* STATION **WIBC**

INDIANAPOLIS

Jefferson Machamer

"Thistlewaite, my boy, we cleared every one of those F&P stations!"

- Maybe it's our shining virtue—maybe it's just plain old *luck*—that every station we so proudly represent is the *kind* of station that advertisers want.

"Good Management makes a good station." For a compact list of *well-managed stations*, please just glance three inches to the right!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

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Disc Announcements Banned by WWJ

Aimed to Protect Audience, Says Bannister

By ROBERT K. RICHARDS

WWJ DETROIT will remove from its program schedule all transcribed announcements effective Feb. 1, 1945.

Announcement by Harry Bannister, manager, of the pioneer Michigan outlet's new policy has sparked a blaze of pro and con comment. In a move without precedent, Mr. Bannister notified by telegram last Friday all advertisers employing transcribed spots on WWJ that after the date specified "only live copy spot announcements" will be accepted.

Others Plan Change

At the same time, it was reported by Carlos Franco, supervisor of time buying and station relations at Young & Rubicam, New York, that "a handful of large stations are contemplating elimination of all spot announcements."

John H. McNeil, manager, WJZ New York, said that his outlet was preparing new rules and standards on acceptance of spot announcements which would be announced this week.

"Certain factors in spot announcements will be eliminated," he said. "It is an attempt to make listening more pleasant by being more careful in what we do." It does not mean ruling out transcribed announcements necessarily, he added.

Protects Audience

Commenting on his station's move, Mr. Bannister said: "This step is taken solely to protect our audience and for the purpose of enabling WWJ to carry out its mandate of operating in the public interest." He expressed the hope that the station's advertisers would cooperate.

"We believe that transcribed announcements have impaired the entertainment value of radio and that it is up to broadcasters to clean their own house and keep it in order," Mr. Bannister added. He said the new policy would be enforced without deviation or exception.

The move recalled a recent letter written by Mr. Bannister to Prof. Harlow Shapley, Harvard University astronomer [BROADCASTING, Oct. 23]. Prof. Shapley, in a letter to Niles Trammell, President, NBC, had deplored the broadcast of a singing commercial at the conclusion of an NBC Symphony concert conducted by Arturo Toscanini.

Not Good Radio

Responding to Prof. Shapley's vitriolic comment, Mr. Bannister expressed like revulsion to singing commercials, but underscored the multifold benefits accruing to American listeners through the commercial system of broadcasting.

Mr. Bannister prefaced his letter to Prof. Shapley with the statement: "First, I want to say that I believe the radio singing commercial is in bad taste, in bad form, and moreover it is bad 'theater' or should I say bad 'radio'? My feeling on this score is definite and unequivocal."

He proceeded then to explain the program and commercial processes which make it possible for American radio to present a man of Maestro Toscanini's stature.

The volume of national transcribed spots placed on stations in all power categories has increased markedly in the last two years. It was estimated reliably for BROADCASTING by a research expert that currently approximately 50% of the spots placed by national advertisers are transcribed.

The Shapley letter to which the pioneer Detroit station manager responded was circulated among all NBC affiliates by William Hedges, NBC vice-president, at the direction of Mr. Trammell, with an appeal that stations exercise selectivity in scheduling spots between network programs.

Mr. Bannister stated that between 20 and 25% of WWJ's gross income would be affected by the new policy.

"Approximately 75% of our income is derived from spot business," he said. "Of that amount, a little better than 50% is spot anouncement and 60% of this latter is transcribed."

Asked what position he would take if an advertiser asked WWJ to perform a live singing commercial, Mr. Bannister said, "I'd turn it down."

Will Be Selective

"In my opinion," Mr. Bannister said, "an announcement is something that takes advantage of an audience to the extent that it depends upon a program that precedes or follows it for coverage. The trend recently has been away from programs, with more and more emphasis on announcements. We do not consider this good radio, and it is our intention simply to reinstate emphasis on programs, where it was in the first place and should be now."

Mr. Bannister said that WWJ would continue to exercise editorial discretion in selecting spots, and that if spots were presented which did not, in the opinion of the management, represent good radio, they would be rejected.

Prof. Shapley Pleased

Reached by BROADCASTING, Prof. Shapley said of the WWJ move:

"Readers must depend on those who publish and listeners on those who broadcast for the raw materials with which they think and feel and plan their actions. The responsibility for maintaining an aggressive culture therefore lies heavily on the organization and individuals who provide news, instructions and entertainment. Needless to say, I heartily applaud WWJ for adopting a bold pioneer policy in the interests of the listening public.

"I believe that thousands in the Detroit area who have been estranged will now again use their radios liberally and happily. Let us hope that the new policy will not be unprofitable and that other stations will find it both possible and

(*Continued on page 76*)

Porter Appointment Presages FCC-Congressional Harmony

Little Opposition to Confirmation Expected; Action On Craven Vacancy May Be Delayed

DESPITE one or two murmurs of opposition, stemming from purely partisan sources, confirmation of Paul A. Porter as a member and ultimate chairman of the FCC is expected by the Senate within a fortnight. Mr. Porter, now in Florida for his first vacation since Pearl Harbor, plans to return to Washington in mid-December and probably will be called before the Senate Interstate Commerce Committee to become acquainted with its membership.

Practically unanimous endorsement of the Porter appointment, save for the sporadic Republican outbursts, buttressed the view that a new era of harmony between Congress and the FCC can be anticipated. Former Chairman James Lawrence Fly consistently navigated in hot water in both houses of Congress. Rep. Lea (D-Cal.), chairman of both the House Interstate & Foreign Commerce Committee and the House Select Committee to Investigate the FCC, reiterated the view that the Select Committee's acrimonious two-year-old investigation of the FCC would end with the adjournment *sine die* of this Congress. He thought the Porter appointment "a good one".

Rep. E. E. Cox (D-Ga.), former chairman of the Select Committee, who engaged in one of the bitterest feuds in legislative history with Mr. Fly, likewise appeared to be satisfied with the Fly resignation and the Porter appointment.

The only formal opposition to the appointment came from the Social-

(*Continued on page 68*)

CIO Prepares for FM Operations

Adopts Report Urging Locals to Seek Licenses

AN ENLIVENED interest in radio, with the possibility that FM licenses would be sought in communities throughout the nation, was expressed in a committee report adopted by the CIO, convening in Chicago last week.

The convention adopted the report prepared and presented by Len De Caux, CIO public relations director, which proposed:

(1) That local chapters of CIO attempt immediately to survey their respective areas with a view to preparing FM applications for commercial stations.

(2) That in those markets where commercial FM enterprises would not be feasible, the chapters join "with public spirited groups" in cooperative applications for stations which would be operated as public services.

(3) That all chapters pursue the policies suggested in the CIO-PAC Handbook, which delineated methods to be used by unions in obtaining station time on existing stations for union broadcasts.

Further evidence that labor would take a vigorous interest in broadcasting in the future was apparent in the report of President Philip Murray of the CIO to the delegates. He said, in part: "Early steps for licenses for public service will help to prevent the monopolizing of this field by wealthy business interests, as has largely happened in the case of AM broadcasting and the daily press."

Action of the convention recalled the answer of Sidney Hillman, PAC chief, to a question which was put to him during a recent address he made before the National Press Club, Washington.

Mr. Hillman was asked by a BROADCASTING representative on that occasion: "Does the CIO-PAC plan to enter radio through the FM field?" He replied, "We have no immediate plans—not that something should not be done, in view of the false and misleading information now heard on the air."

It was understood, as well, that concurrent with the action taken in Chicago, attorneys for the UAW, a CIO affiliate, were preparing applications for FM stations in eight major American markets. UAW was involved in a controversy before the FCC, in which the union charged that WHKC Columbus had censored the remarks of its vice-president, Richard Frankensteen. The matter now awaits decision on joint motion by WHKC and UAW-CIO to dismiss.

UAW Wants 11 FM

R. J. THOMAS, president, UAW-CIO, interviewed in Chicago, told a BROADCASTING correspondent that his union contemplated applications for 11 FM stations in as many major American markets. "I believe we will only get six," he said, "because I think there's a regulation against an organization owning more than that number." Among those cities for which applications would be filed, Mr. Thomas said, are Newark, Chicago, Detroit, Flint, Cleveland, Toledo, Milwaukee, Los Angeles and Kansas City. UAW had negotiated for the purchase of WJBK Detroit at the record-breaking price of $750,000 for a local non-network outlet, but the deal was never consummated.

MARINES TO REPLY TO AFM COMPLAINT

AN OFFICIAL reply to a protest against alleged music teaching activities by Marine Corps bandsmen was in preparation last week by attorneys for the Corps following receipt of a letter from the American Federation of Musicians, forwarding a complaint received by a Washington, D. C., member of the union.

Earlier, the Corps had issued a statement in which it "acknowledged receipt of a letter from James Caesar Petrillo, president of the AFL Musicians Union, forwarding a protest against certain Marine Corps band members alleged to have given music lessons when off duty."

Advised of the Corps' statement, Mr. Petrillo, in New Orleans for the AFL convention, said he knew nothing about the protest. "We don't stop anybody from giving lessons," he told a reporter.

It appeared that the complaint had been sent directly by a Washington musician to the AFM international headquarters in New York and forwarded to the Marine Corps by one of Mr. Petrillo's assistants.

WSIX Off Air

A WALKOUT early Thursday evening of transmitter engineers of WSIX Nashville after preliminary contract negotiations that afternoon. still had the station off the air Friday evening as BROADCASTING went to press. Four of the station's six engineers, members of the IBEW, walked out without notice, according to an authoritative source, and efforts to contact them had been of no avail. It was understood the controversy arose from a dispute over wages and hours.

Bitters Spots

ANGOSTURA - WUPPERMANN Corp., New York, using radio for the first time, two weeks ago started a 13-week campaign for Angostura Bitters, with transcribed chain-break spots one to three times weekly on WNEW WQXR WBYN WTIC. Agency is Donahue & Coe, New York.

FM OUTLETS ASKED BY SCRIPPS-HOWARD

APPLICATIONS have been filed with the FCC for a half-dozen new FM stations, two of which are requested by Scripps-Howard Radio Inc., one for Cincinnati and one for Indianapolis.

The Cincinnati station for Scripps-Howard, to cost an estimated $200,000, would operate on 47,900 kc with coverage of 13,700 sq. mi. The Indianapolis station, to cost approximately $100,000, would operate on 46,900 kc with coverage of 8,400 sq. mi.

Raytheon Mfg. Co. has applied for an FM outlet to be located at Waltham, Mass., and to cost between $60,000 and $75,000. Facilities asked are 45,500 kc and 6,530 sq. mi. coverage. Bernard Fein, now associated with Bell Telephone Labs. as instructor, seeks an FM station for Boston on 48,700 kc and with coverage of 8,500 sq. mi. Estimated cost is $22,900. KVOX Fargo, N. D., asks 44,500 kc and 5,800 sq. mi. coverage for its new FM station, to cost approximately $20,800. WKBN Youngstown, O., plans to invest $115,060 in the FM outlet for which it has filed. Frequency of 43,400 kc and 15,690 sq. mi. coverage are sought.

HOTEL BOND SERIES PROTESTED BY LUDY

PROTEST at "naiveness" of CBS in "cooperating" with the American Hotel Assn. request for free time in connection with the War Bond drive was expressed to Paul Kesten, CBS executive vice-president, in a letter sent Nov. 21 by Ben Ludy, general manager of WIBW Topeka.

Mr. Ludy said WIBW will not carry the series unless it is paid regular commercial rates. He explained that CBS is charging other sponsors who devote entire efforts to Bond sales during the campaign, and charges them for the time as well as paying affiliate stations. "I really think it would be wise to give the time to your commercial sponsors for the same purpose," Mr. Ludy wrote.

CBS said it had no comment to make on the Ludy letter.

First for MBS

FIRST VOICE transmission directed to the United States by the RCA communications transmitter recently flown from Naples to France, came through in an exclusive broadcast on Mutual Nov. 20, when Seymour Korman, MBS correspondent, gave an eye-witness account of the capture of the citadel city of Belfort by the French forces.

NBC Recording Gains

NBC CENTRAL DIVISION radio recording billings increased 77% for the first 10 months of 1944 over the same period a year ago, it was revealed last week by Frank E. Chizzini, manager of the Radio Recording Division of the NBC central division.

SARNOFF NOMINATED

Brigadier Generalship Rank Sent to Senate

IN RECOGNITION for his war service overseas, Col. David Sarnoff, RCA president on leave, has been nominated for promotion to brigadier general. Col. Sarnoff recently returned to Signal Corps headquarters in the War Dept. after eight months in the European Theatre as special consultant on communications to SHAEF. In October Col. Sarnoff was awarded the Legion of Merit for "outstanding service".

Full text of the Citation for Legion of Merit awarded Col. Sarnoff, and which preceded his nomination by President Roosevelt for promotion to Brigadier General, likely to be confirmed by the Senate this week, follows:

"Col. David Sarnoff, (Army Serial No. 0208338 Signal Corps, United States Army, for exceptionally meritorious conduct in the performance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, Supreme Headquarters, Allied Expeditionary Force, from 23 August 1944 to 16 September 1944. Col. Sarnoff was largely responsible for reopening communications in Paris, thus enabling press communications to resume both to the United Kingdom and to the United States. His ingenuity and resourcefulness made it possible to restore cables which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation, to return to their former duties. Col. Sarnoff's outstanding devotion to duty, courage, and great diplomacy in handling French citizens have aided materially in overcoming the great difficulties in attaining this objective. Entered military service from New York."

Two to MBS

WKBZ Muskegon, Mich., and WKLA Ludington, Mich., joined MBS Nov. 20, bringing the total number of Mutual Affiliates to 248.

NLRB Decision Halts Petrillo Inroad

NABET Is Given Disc-Turning Control

By JACK LEVY

NATIONAL LABOR Relations Board last week smashed the ambitious plans of James C. Petrillo to force stations to hire musicians as platter turners by awarding jurisdiction over turntable operations in NBC and Blue owned stations, except in Chicago, to the National Assn. of Broadcast Engineers & Technicians (NABET).

In a 3,000-word decision ending a dispute which began last May when NABET threatened a technicians' strike at 12 major stations after Mr. Petrillo attempted to invade NABET's operations [BROADCASTING, May 8 *et seq*], the Board ruled that historical circumstances should govern the jurisdictional question. Therefore, it certified NABET as the appropriate unit for collective bargaining for " 'on the air' playback" in the network owned stations but permitted the American Federation of Musicians to retain its jurisdiction in Chicago.

No Special Skill Needed

The Board denied the musicians' contention that a knowledge of music is required to operate the turntables as well as that of the technicians that it requires technical skill and training. "Upon the entire record," the Board stated, "we are satisfied and find that neither a technical nor musical skill is essential for this operation."

The Board decision made no mention of operations in St. Louis and East St. Louis, Ill., where the musicians also operate turntables. Nor did it refer to independent stations in which NABET holds jurisdiction. It was apparent, therefore, in view of the Board's opinion that "the collective bargaining history is determinative of the issue in this proceeding", that traditional practices of stations as regards platter-turning may remain undisturbed.

The Board's decision was unanimous. It was signed by all three members: Dr. Harry A. Millis, chairman; Gerard D. Reilly and John M. Houston.

In its review, the Board found that turntable operators have been included in units of musicians in the Chicago stations of NBC and Blue since 1927 or 28. "The earliest written agreement introduced in evidence embracing Station WMAQ", it declared, "was between the Chicago Broadcasters' Assn., of which Station WMAQ was a member, and Local 10, and was dated Dec. 31, 1931.

"While NBC owned no broadcasting station in Chicago at that time, it signed a contract with Local 10 on March 17, 1931, covering whatever musicians it might employ in Chicago. Both the Dec. 31, 1931 agreement and the latest agreements with NBC and Blue entered into on March 6, 1944, and running until Jan. 31, 1947, specifically include turntable operators under the phrase of 'mechanical musical device operators'."

Various Employes Did Work

Outside of Chicago, the Board determined, the operation of the turntables at NBC and Blue owned stations was performed by various employes until 1939 or 1940. "The earliest contract submitted in evidence covering technical employes on a systemwide basis in which the term 'on the air' playback was mentioned was the agreement dated Nov. 27, 1940, between NBC and Assn. of Technical Employes of NBC (predecessor to NABET).

"While this contract covered a systemwide unit, in a letter dated Dec. 10, 1940, sent to NBC, the ATE specifically exempted 'on the air' playback work in Chicago. Technical employes have operated the turntables in question outside Chicago since that date. On Aug. 22, 1942 NABET wrote to NBC stating that it wished to withdraw its grant of the exception in the case of Chicago. NBC replied to this request on Aug. 27, 1942, stating that it could not then accede to this request because there existed a contract between it and Local 10, including, *inter alia*, turntable operators in Chicago, which ran until Jan. 31, 1944. Although Blue was in existence at that time and it appears that NABET had the same agreement with it as with NBC, the evidence fails to disclose that a similar demand was made upon it by NABET until Jan. 23, 1944".

The Board found that "notwithstanding these demands" by NABET, the networks on March 6, 1944 entered into new contracts with Local 10, covering turntable operators in Chicago, to continue until Jan. 31, 1947. On July 26, 1944, NABET gave 30-day notices of termination of its contracts and since Aug. 26, 1944 its members have been working on a day-to-day basis under the provisions of its terminated contracts.

In its notices of termination, the Board stated, NABET requested immediate negotiations with a view to reaching new agreements. The networks met with NABET representatives but could not agree upon the composition of the appropriate unit, "the Companies taking the position that they could not recognize NABET as the representative of the employes in the units it alleges to be appropriate in the instant proceeding until it was certified by the Board".

Sought Two Units

NABET sought two units, one for NBC and one for Blue, covering technical operations, including platter-turning, at all the stations owned by the two networks. The AFM and Local 10 (Chicago) agreed that such units were appropriate except for platter-turning functions. They contended that, despite practices in network owned stations outside of Chicago, the operation of the turntables be handled by employes solely delegated for this function and that these employes be included in units of musicians. They also opposed systemwide units for the operation. "The Companies," the Board noted, "take a neutral position with respect to the composition and scope of the appropriate units."

The Board described turntable operations as follows:

> Operating a turntable consists of placing a phonograph record on one of the two turntables used in "on the air" playback, adjusting it for either vertical or lateral cut records and fixing its speed at 33 1/3 or 78 revolutions per minute by means of the instructions appearing on the face of the record, opening the fader control, and, after the record has been played, removing the record from the turntable. There are a few minor refinements which do not add materially to a description of the task. All necessary volume control is provided by the studio engineer at the mixing panel.

Although the Board denied NABET's contention that the operation of the turntables properly falls within the job content of the technicians because of the arrangement of technical facilities in most network-owned stations, it recognized that in all NBC and Blue studios other than Chicago the turntables are placed in the control booths and are operated by the engineer. "Thus, outside Chicago," the Board observed, "this work is not performed by separate employes, but by the studio engineer as an integral part of his job."

Following is the text of that portion of the decision covering determination of jurisdiction (review of the case omitted):

> The evidence reveals that the quality of turntable work is equally good in Chicago, where it is performed by musicians, as it is in the other stations of the Companies, where it is performed by studio engineers. It also appears from the record that, in radio stations operated by other broadcasting companies, this work is performed by other employes such as announcers, without any noticeable deterioration of quality. Upon the entire record, we are satisfied and find that neither a technical nor a musical skill is essential for this operation.
>
> In the absence of other compelling circumstances, we are of the opinion that the collective bargaining history is determinative of the issue in this proceeding. The status of turntable operating work has been crystallized by long-standing custom in the Companies. On the one hand, Local 10 has had agreements in Chicago from the very infancy of the radio broadcasting industry which have covered turntable operators and, in the development of broadcasting techniques, the Companies have adjusted their operations in Chicago by placing their turntables in the broadcasting studios where they can be operated most conveniently by employes in musicians' units. On the other hand, studio engineers, employes in technical units, members of the NABET and its predecessor, have performed turntable work outside Chicago for at least 4 years. The location of the turntables in the engineer's booth was the inevitable result of this situation. We conclude that the turntable operators outside Chicago should be included in units of technical employes, while those in Chicago should be included in units of musicians.
>
> We find that all technical employes, wherever located, of the engineering department of NBC engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal, recording and/or "on the air" playback, excepting "on the air" playback in Chicago, excluding chief engineer, operating engineer and assistant, engineering managers in charge, operations supervisors, television operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television, and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the

(*Continued on page 70*)

WPB Acts to Insure Critical Electronic Equipment Output

TO RESTRICT civilian output further and to eliminate hazards to production of component parts essential to military requirements, the War Production Board last week issued an amendment to Limitation Order L-265 removing electronic equipment from the WPB spot authorization plan.

The amendment provides that no producer shall manufacture any electronic equipment except to fill preferred orders or "to fulfill, under the Controlled Materials Plan, any authorized production schedule or authorized program as defined in CMP Regulation 1, except a schedule or program authorized under Priorities Regulation 25" covering the spot authorization plan.

An official of the Radio & Radar Division explained that under the new regulation the right to produce equipment for civilian use, whether for replacement or maintenance of parts required for broadcasting stations or for repair or maintenance of receivers, will require an appeal to L-265 as well as other regulations. It is not expected, however, that existing production of tubes and batteries for transmitter and receiver maintenance will be affected.

At the same time, WPB announced that certain non-critical electronic equipment, parts and components are now available for domestic purchase and export out of war contractors' surplus. Included are certain types of capacitors and resistors, crystal assemblies, insulators, microphones, sockets and loudspeakers.

Radio tubes, still in short supply and restricted, are not included, WPB said, pointing out that this item has become more critical than heretofore and will require ratings as high as AA-1 in some cases. Thirty types of tubes have been frozen and cannot be sold except

(*Continued on page 71*)

WMCA Sale Details Given House Probe

Committee Report May Suggest New Law

By BILL BAILEY

RADIO'S most widely publicized station case—sale of WMCA New York by Donald Flamm to Edward J. Noble—received another airing last week before the House Select Committee to investigate the FCC and with the likelihood that the two-year-old inquiry would terminate on that note.

The stormy House Committee inquiry, which has covered many phases of FCC activity, was highlighted in its earlier stages with testimony on the WMCA matter. Chairman Lea (D-Cal.) has more than inferred that the Select Committee inquiry might end with the adjournment of this session of Congress next month, after which a full report would be issued looking toward remedial radio legislation.

White House Absolved

John J. Sirica, Committee general counsel, in his opening statement Wednesday absolved the White House of any connection with the WMCA transaction. Mr. Flamm previously had testified he was told the transfer was "greased from the White House down". Mr. Sirica asserted, however, evidence would tend to show that the Commission was involved in the move to get the station for Mr. Noble, now chairman of the board of the Blue Network Co.

Maj. Gen. Edwin M. (Pa) Watson, military aide to President Roosevelt, testified the President instructed him to request of the FCC a "thorough investigation" of charges "that a man named Lamm or Flamm" had been "coerced" into selling his station. Gen. Watson said he talked to Commissioner Case in the absence of Chairman Fly and conveyed the President's request. Later, according to Mr. Sirica's statement, the White House informed the FCC it was "not interested one way or the other" in the WMCA case.

A last-minute personnel change was made in the Committee, even as hearings were under way. Rep. Warren G. Magnuson (D-Wash.), Senator-elect, resigned and Speaker Rayburn immediately appointed J. Percy Priest (D-Tenn.).

Shortly after Mr. Sirica began his opening address Wednesday, in which he told the Committee that Philip Handelman and Colin Ives, attorneys for Mr. Flamm, were "dodging process", Mr. Flamm arrived, accompanied by Mr. Handelman.

The attorney attempted to make a statement but was overruled. As Mr. Flamm was testifying, Mr. Handelman jumped to his feet, declared he wanted the record to show that he was advising his client not to answer certain questions, and Rep. Edward J. Hart (D-N. J.) moved that the "witness be ordered to take his seat or be removed from the room". Chief Investigator Robert Barker left the room and returned with two policemen.

Attorney Squelched

Franklin S. Wood, counsel for Mr. Noble, asked to be heard in view of pending litigation in the New York County Supreme Court. Rep. Lea ruled him out of order as he did on several other occasions. Rep. Louis E. Miller (R-Mo.), most bitter of Mr. Fly's critics, arrived late, called Mr. Wood to the stand as a witness and had him insert his statement into the record.

Mr. Wood's statement charged Mr. Flamm with indulging in a "continuous smear campaign of false and baseless rumors, threats and charges" against Mr. Noble, "finally culminating in a civil suit against Mr. Noble in the New York County Supreme Court in August 1943". Mr. Wood pointed out that the Committee last February postponed hearings in the WMCA case at his request, pending the litigation. He asked that should the Committee deem it necessary to continue, in view of the pending suit hearings should be in executive session.

At an executive session last Tuesday Committee members argued nearly two hours over conducting executive sessions. It was understood Rep. Hart, who made the motion to postpone the hearings originally pending litigation, favored executive sessions as desirable from the standpoint of litigation. Reports that Administration pressure was brought to suppress the investigation met with emphatic denials by Chairman Lea.

"Some months ago I committed myself to completing the WMCA investigation," Chairman Lea said. "I intend to stand by that commitment."

Witnesses last week included, besides Gen. Watson and Mr. Flamm, Harry C. Cushing, New York business man; Warren H. Snow, member of a New York brokerage firm; Leslie Evan Roberts, former public relations counsel of WMCA; Chester J. LaRoche, vice-chairman and operations chief of the Blue; Donald S. Shaw, radio director of Geyer, Cornell & Newell, former vice-president and general manager of WMCA; Mr. Noble; Sol Taishoff, editor and publisher of BROADCASTING.

FCC Visit

The Committee heard Mr. Roberts unfold a tale of alleged conspiracy to "scare Donald Flamm" into selling his station. He named as "planners" Mr. Shaw, William J. Dempsey and William C. Koplovitz, Washington law partners and counsel for Mr. Noble, and himself. He corroborated in substance two days of testimony given last February by Mr. Flamm [BROADCASTING, Feb. 14, 21] to the effect that Mr. Flamm was led to believe his license would not be renewed if he didn't sell.

Mr. Roberts told the Committee that in March 1943 he went to Washington to see Chairman Fly, accompanied by Messrs. Handelman and Ives, that Mr. Fly called Commissioner Clifford J. Durr into the conference and that he (Roberts) unfolded his story of how he had helped to frighten Mr. Flamm into selling WMCA. Mr. Fly advised Mr. Handelman to submit the information formally to the Commission, according to Mr. Roberts.

Mr. Shaw testified that he agreed with John A. Curtis, a finder for E. H. Rollins & Co., New York brokers, and Mr. Roberts that they would do what they could to influence Mr. Flamm to sell the station. Under tentative arrangements, they were to get 10% under Mr. Noble's ownership, Mr. Shaw to be president and general manager, Mr. Roberts executive vice-president and Mr. Curtis was to be found a place.

Mr. Shaw said Mr. Flamm "lived in fear" of the FCC and he felt Mr. Flamm would not sell WMCA unless he were "frightened into selling".

'Scared of FCC'

On the stand Friday Mr. Roberts told how Mr. Flamm was "scared of the FCC", fearful that the Commission would take his license away if he did anything wrong. He said that in conference with Messrs. Dempsey and Koplovitz it was decided Roberts "(1) should not tell the name of the prospective purchaser to Flamm; (2) should advise him to sell; (3) Noble was to get any information he wanted; (4) I was to keep Flamm in a state of terror until he sold." He added that he didn't tell

(*Continued on Page 75*)

NAB Group Works on Plans To Open Measurement Bureau

THREE MEMBERS of the committee designated by the NAB to represent the association in formulating the Broadcast Measurement Bureau met last Friday in Washington to re-draft certain proposals for the articles of incorporation.

J. Harold Ryan, NAB president; Roger W. Clipp, WFIL Philadelphia and chairman of the NAB Research Committee, and Frank Russell, NBC vice-president, met with Paul F. Peter, NAB's director of research, and John Morgan Davis, Philadelphia attorney and NAB labor counsel who drew up the initial by-laws for BMB. Unable to appear were Hugh Feltis, KFAB Lincoln, and Dr. Frank Stanton, vice-president, CBS New York.

Results of the conference, and final draft of the articles, are to be presented to Paul West, president of ANA, and Frederic R. Gamble, president of AAAA, at a meeting to be scheduled soon in New York. The two advertising associations are co-sponsors with NAB of the BMB.

Next step following filing of the incorporation papers, Mr. Ryan stated, would be selection by ANA and AAAA of five-man committees representing each organization and combining with the five-man NAB committee to complete organizational plans. The NAB Committee will serve on the BMB Board until the 1945 membership meeting.

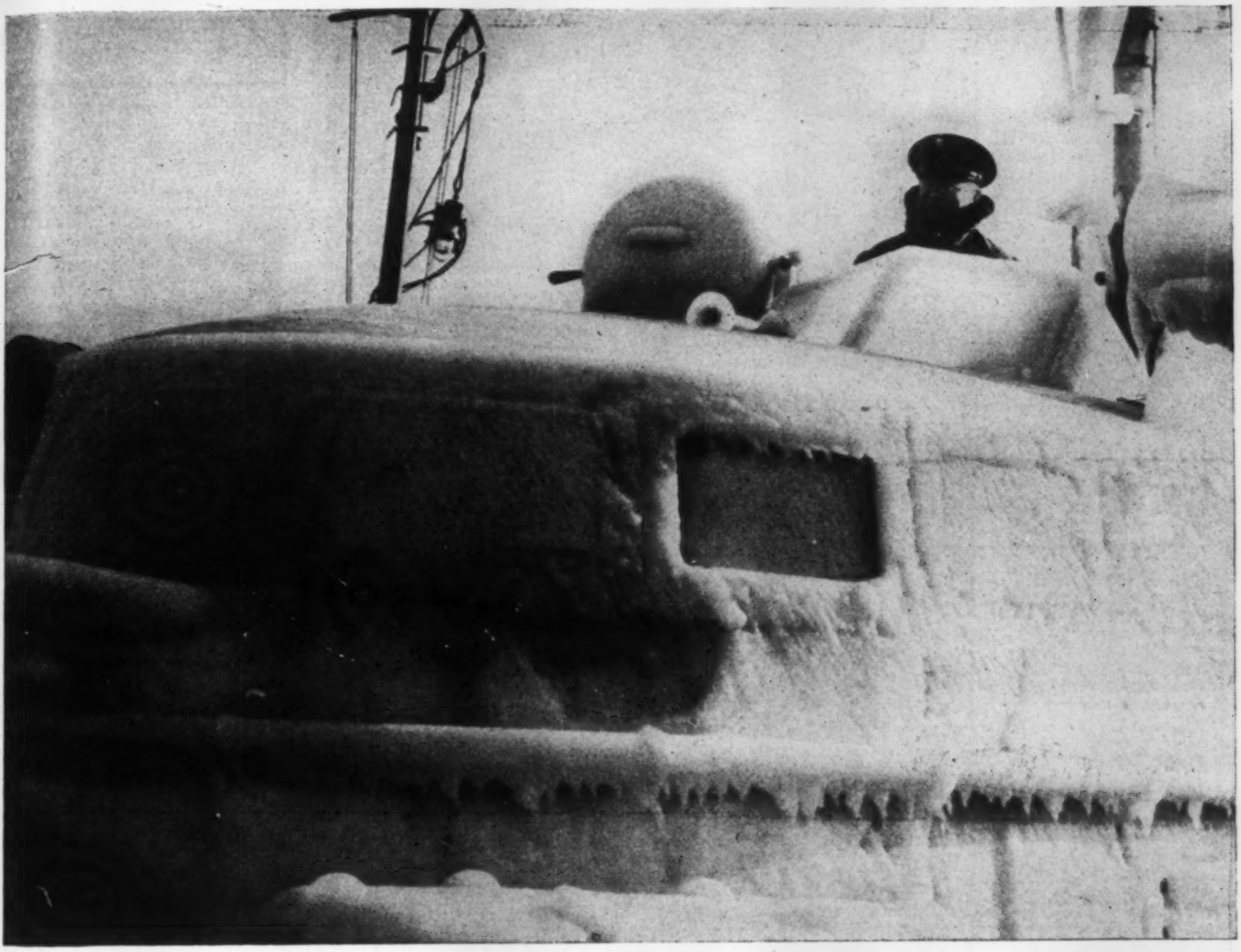
Headquarters for the new organization will be in New York. Candidates for three top positions in BMB are being considered now. Officials are seeking a managing director, a director of research and a director of information and personnel.

The selection of an executive to visit broadcasters during the coming NAB district meetings is one of the first orders of business. This assignment, considered one of the most important in the development of BMB, entails an educational campaign to explain the purposes and methods of the Bureau to the broadcasters who are prospective members. Several candidates have been mentioned. It is understood an effort will be made to obtain the services of Mr. Feltis, who guided the plan to final adoption by the NAB Board. It would be necessary for Mr. Feltis to obtain a leave of absence from his present position in order to do this job which, it is said, will require about three or four months.

LAST CALL

If you have not yet returned your 1945 Yearbook Questionnaire, be sure to do so at once. *Station, Agency, Network* and *Miscellaneous* Directories are now closing.

The Editors



Out in the cold

That's what's going to happen when the chips are down . . . to a great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and the sellers' market freezes up . . . that's when you'll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station's job was to produce sales at low cost . . . we've never lost sight of our basic job.

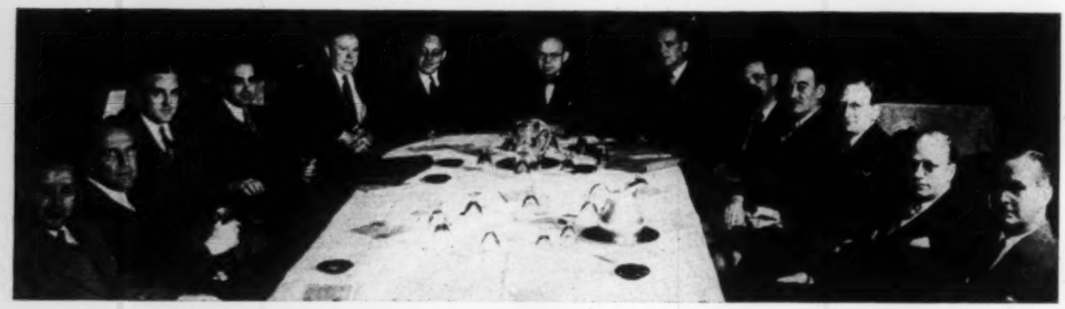
The easy times have not made W-I-T-H soft and lazy.

We'd like to have you know more about W-I-T-H. The facts are in black and white . . . easy to follow. Read them once . . . and you'll realize why smart time buyers put W-I-T-H at the top of the list on any budget.

As the successful independent station in a five station city . . . few radio stations have come so far, so fast.

W·I·T·H
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



EXECUTIVES of Cowles Broadcasting Co. held their first meeting Nov. 21 in New York. Seated around a table in the University Club are (l to r): Jack Harding, counsel, *Look*; Fred Little, vice-president, *Des Moines Register & Tribune*; Merle Jones, manager, WOL Washington; Craig Lawrence, executive vice-president, WHOM New York; James Milloy, vice-president, *Look*; John Cowles, CBC chairman of board; Gardner Cowles Jr., CBC president; T. A. M. Craven, CBC executive vice-president; Phil Hoffman, vice-president, KRNT Des Moines; Don Inman, general manager, WNAX Yankton; Ted Enns, CBC national sales manager; B. N. (Bud) Armstrong, gen. manager WCOP Boston; K. R. Haase, treas., WHOM, WCOP.

Cowles Denies Network Plan At N. Y. Executives Meeting

Says Advertising Prestige Enhanced in War; Predicts Higher Budgets, Informative Ads

CLARIFYING future plans of the Cowles Broadcasting Co., Gardner Cowles Jr., president, said last Tuesday during a meeting of Cowles station executives in New York that the Cowles do not and never have had any intention of starting a nationwide or regional network.

Mr. Cowles statement was in answer to persistent rumors that have been circulating in the trade since the acquisition of WCOP Boston, WHOM Jersey City and WOL Washington.

There are no plans for operating these stations as a regional network, he asserted, but the stations can be linked together by lines for special events or if an advertiser wishes a simultaneous program on the three stations.

Advertising Perspective

Mr. Cowles has been spending the past month talking to national advertisers and since the Cowles operations embrace radio, magazine and newspapers, he has been able to get an overall perspective of the advertising picture. On the basis of these interviews, he predicts all time highs in expenditures for advertising in the 30 months following the war. With respect to radio, national advertisers have expressed some concern to him over rising program and time costs.

Advertising by and large has come out of the war with its prestige greatly enhanced. At the outset of the war Government administrative executives resented advertising. This feeling, he said, disappeared entirely through the War Advertising Council when advertising stepped in and did such an outstanding job.

After the war, informative advertising of a public relations nature, interpreting corporation activities for the public and helping on labor problems, will provide large advertising billing, he said. In addition, he pointed out, consumer advertising, as a result of the need for moving goods, will bring the total up to a greater dollar volume in the postwar advertising picture.

Mr. Cowles said the advantages of joint ownership of newspapers and radio stations have been greatly exaggerated. "We would have done as well in radio if we didn't own newspapers. My brother, John, and myself are the only individuals in the organization whose interests cover both radio and newspapers," he said.

Other Plans

"We expect to operate stations in the cities of Yankton, S. D., Boston, New York, Washington, Des Moines and Minneapolis. In the latter city we are applying for AM and FM licenses. FM will develop and develop fast and we expect to put FM into all six markets. We have no plans for the acquisition of stations in any other cities," he continued.

The picture on television, however, Mr. Cowles characterized as "cloudy", but, he said, "We expect to file for the television license for one or two stations in the eastern markets. Our first station will probably be in Washington."

Explaining the acquisition of the eastern radio properties, Mr. Cowles said that under the duopoly rules the company had to dispose of one of the Des Moines stations. Since he and his brother, John, were sold on radio, they decided to put that money back into the broadcasting business. KSO was sold, and KRNT retained. With *Look* Magazine centered in New York, and more of their time spent in the East than ever before, he explained, they decided to buy a radio station in the New York area, hence the purchase of WHOM Jersey City. There was some overlapping between WMT Waterloo and KRNT in Des Moines and therefore they swapped it for WOL Washington, he said, adding that they bought WCOP in Boston because they thought it was a good business venture.

Praise for Craven

"Because of the development of radio in AM, FM and television and the many engineering problems ever present," Mr. Cowles added, "we wanted to get the best engineering advice we possibly could and we were fortunate in persuading Comdr. T. A. M. Craven to join our organization."

The meeting was attended by John Cowles, chairman of the board, Cowles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of KRNT Des Moines and WNAX Yankton; Carl Koester, treasurer; Ted Enns, national sales manager.

Also Craig Lawrence, vice-president of WHOM Jersey City and WCOP Boston; A. N. Armstrong Jr., general manager, WCOP; Merle Jones, general manager WOL Washington; Don Inman, vice-president and general manager, WNAX; James Milloy, vice-president, *Look*; Karl Haase, treasurer, WHOM and WCOP; Eugene Katz, secretary, The Katz Agency, sales representative of the Cowles stations.

REPRESENTATIVES participated in the Cowles Broadcasting Co. executive session held Nov. 21 in New York. Seated (l to r): John Cowles, CBC chairman of the board; Gardner Cowles Jr., CBC president; Eugene Katz, president, Katz Agency. Standing, George Bett, manager, Katz Agency, New York; Ted Enns, CBC national sales manager; Steve Rintoul, Katz Agency, New York, and owner of WSRR Stamford, Conn.

E. H. Gager

ERNEST H. GAGER, 56, chief engineer of Westinghouse station KYW Philadelphia, died Nov. 19 in Women's College Hospital, Philadelphia. Identified with radio for more than 25 years, Mr. Gager supervised the installation of KYW's new studios at 1619 Walnut St., in 1939, four years after the station moved from Chicago. He had been with the station since 1921, when it first went on the air in Chicago. In 1927 he installed the 50,000 w WENR Chicago, and in 1933 he had charge of all network and local facilities broadcasting from the World's Fair in Chicago.

Mr. Gager

A native of Pittsburg, Kan., and a graduate of Oklahoma A. & M. in electrical engineering, Mr. Gager became associated with Commonwealth & Edison Co., Chicago, after finishing school.

He is survived by his wife, Ethel, a daughter and a son.

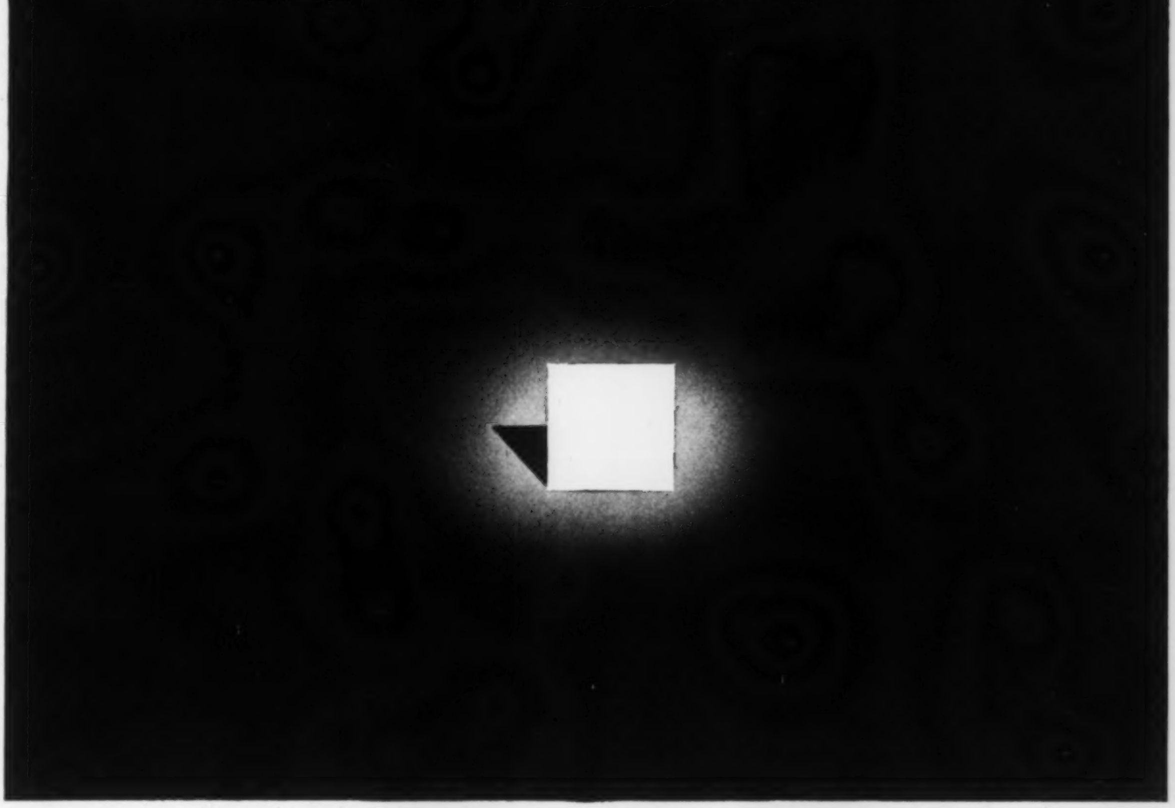
KEEW Joins Blue

KEEW Brownsville, Tex., on Nov. 27 joins the Blue as a supplementary station to the southwestern group. Station broadcasts fulltime with 250 w on 1490 kc and is operated by Eagle Broadcasting Co.

Cowles' D. C. Party

GARDNER COWLES Jr. and John Cowles, president and vice-president respectively of Cowles Broadcasting Co., were reintroduced to Washington officialdom last Monday night at a cocktail party at the Carlton Hotel with Cowles' vice-president T. A. M. Craven and WOL general manager Merle S. Jones as hosts. Among those attending were Acting Secretary of State Stettinius, Senate and House leaders and members of the committees identified with radio, Army and Navy officials associated with communications, Washington executives of the networks and stations, executives of OWI where Gardner Cowles served as Domestic Director, and newspaper bureau chiefs.

Here Is What We Stand For: A Statement of Policy by WELI, New Haven



A RADIO station may have gorgeous studios, finest technical equipment. But without *character,* it is just four walls and a tangle of gadgets.

Under the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its *character* above all else, as do our other successful stations. We stand for The Square Deal—symbolized above.

Under us, the WELI Square Deal has four strong sides—each fundamentally important to all radio and to you.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, *quality* programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving, as our other Square Deal stations have proved they deserve, the complete confidence of listener and sponsor.

IN SELLING: "A square deal before a fast dollar." In spite of growing demands, time on WELI will be apportioned, not just sold out. *No sound advertiser will ever be denied the use of WELI* in starting to build a postwar franchise in this market. Quick, easy dollars are not important to us. Instead, we are thinking of *tomorrow* for our friends *today.*

IN PROMOTION: For years our friends have known that our stations give them *more than their order calls for.* That phrase is solidly linked with us throughout the radio industry. Our own expert promotion staff supervises promotion for WELI.

IN INFLUENCE: Character is reflected in a station's *influence* with its listeners. A program on a station with *influence* is worth far more than just time and talent charges. It's a priceless intangible, and it is a corner of our Square Deal policy.

Our Square Deal policy is proving its soundness at WELI. New Advertisers are constantly joining us with new and finer programs. We welcome *you* to this important market.

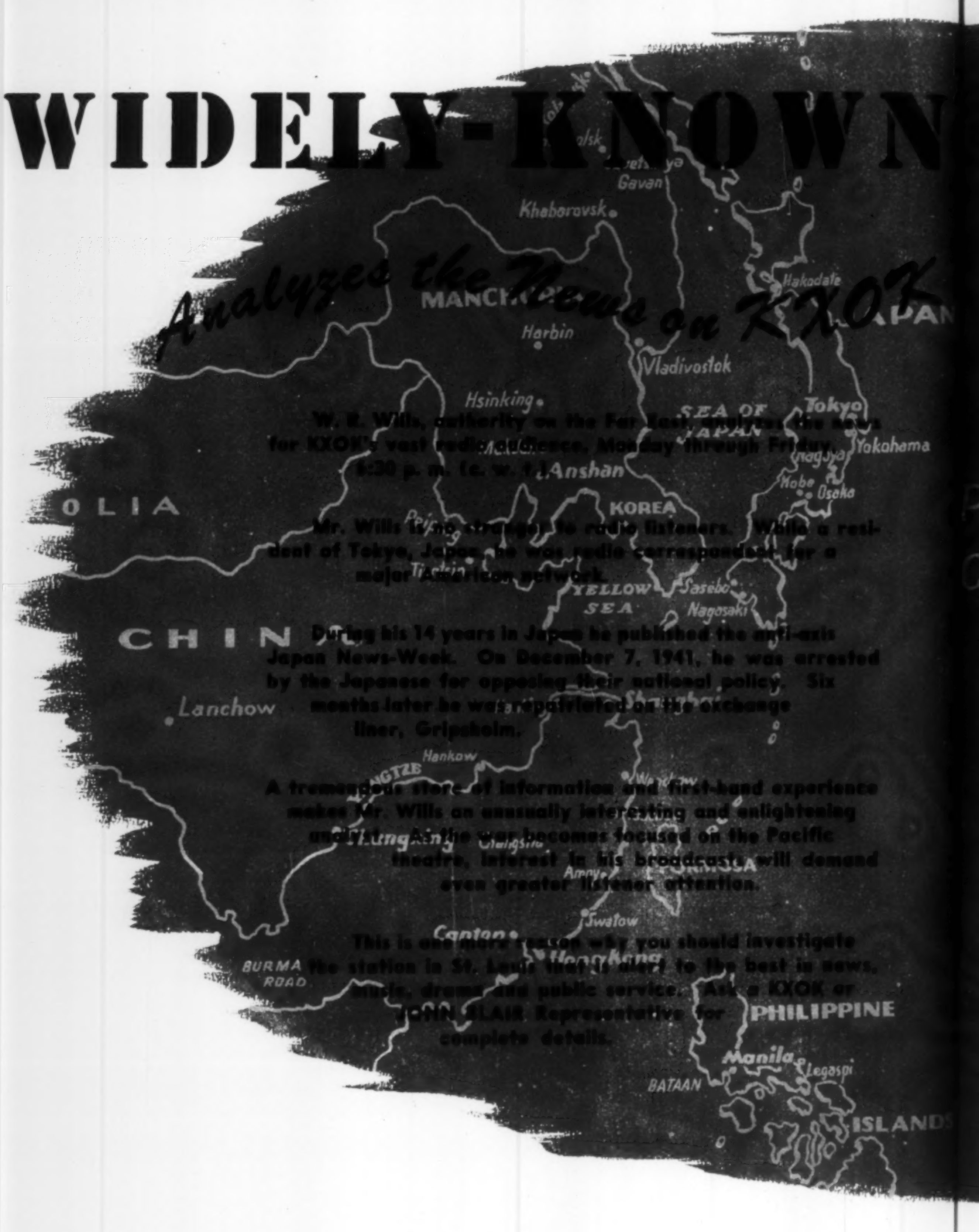
RICHARD W. DAVIS, GENERAL MANAGER

Station WELI, New Haven · Now Associated with WSYR, WTRY, WKNE

Represented by Headley-Reed

WIDELY-KNOWN

Analyzes the News on KXOK


Khabarovsk
Gavan
MANCHURIA
Harbin
Hakodate
JAPAN
Vladivostok
Hsinking
SEA OF JAPAN
Tokyo
Yokohama
Nagoya
Kobe
Osaka
Anshan
OLIA
KOREA
Peiping
Tientsin
YELLOW SEA
Sasebo
Nagasaki
CHINA
Lanchow
Shanghai
Hankow
YANGTZE
Wenchow
Changsha
FORMOSA
Amoy
Swatow
Canton
Hongkong
BURMA ROAD
PHILIPPINE
Manila
Legaspi
BATAAN
ISLANDS

W. R. Wills, authority on the Far East, analyzes the news for KXOK's vast radio audience, Monday through Friday, 6:30 p. m. (c. w. t.)

Mr. Wills is no stranger to radio listeners. While a resident of Tokyo, Japan, he was radio correspondent for a major American network.

During his 14 years in Japan he published the anti-axis Japan News-Week. On December 7, 1941, he was arrested by the Japanese for opposing their national policy. Six months later he was repatriated on the exchange liner, Gripsholm.

A tremendous store of information and first-hand experience makes Mr. Wills an unusually interesting and enlightening analyst. As the war becomes focused on the Pacific theatre, interest in his broadcasts will demand even greater listener attention.

This is one more reason why you should investigate the station in St. Louis that is alert to the best in news, music, drama and public service. Ask a KXOK or JOHN BLAIR Representative for complete details.

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NEW Y

W. R. WILLS . . .

KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

Don't Take Your Sp. I. Too Seriously

Programs, Like Blondes, Have Many Fine Traits, Says Expert

By HARRY WOODWORTH

Director Radio Research

Batten, Barton, Durstine & Osborn, New York

SOME research specialists like Sp. I. (sponsor identification), and lots of it. Others prefer sales. But like blondes, it's pretty much a matter of choice, says Harry Woodworth. Aroused by an article in the Oct. 9 'Broadcasting' by Samuel E. Gill, Biow's research director, Mr. Woodworth offers his ideas of just how much stock should be placed in the controversial Sp. I. data served up by the research firms. You've got to have Sp. I., and plenty of it, Mr. Gill claimed. Now Mr. Woodworth arises to take a few pot shots at a fellow practitioner of the subtle art of measuring programs and their impact on audiences.

SAMUEL E. GILL, writing as Research Director of Biow Co., New York, made the following statement in the Oct. 9 BROADCASTING:

> . . . it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

Of all the claims made for or against sponsor identification, (the per cent of listeners who can identify correctly sponsor of product) this is one of the most misleading I've ever seen. Gill might just as well have said, "Only blondes are attractive."

Now this is a very nice idea, but strictly a non sequitur. It does not follow.

Preferred by Some

Some blondes are attractive. In fact, *many* blondes are attractive. However, this does not mean *all* blondes are attractive, or that you even have to be blonde to be attractive.

Yet, that's the thought behind Mr. Gill's article. He says—in order to be successful a program must have high sponsor identification. In reverse, this implies that low sponsor identification programs are unsuccessful.

I'm not trying to defend low sponsor identification. Like high ratings and the sanctity of the American home, high Sp. I. is most desirable. However, *to be successful, a program does not have to have a high sponsor identification.*

This is based on two considerations. First, because the reliability of all present day sponsor identification methods and figures is open to question. Second, there are many known and demonstratively successful programs with average and low sponsor identification.

Reliability of Data

Let's look into the reliability of present day data.

(1) Sponsor identification is the least reliable by-product of telephone interviewing. The data are gathered from supplementary questions at the end of the interview, and there is no way of cross-checking the completeness of the answer, nor the thoroughness with which the interviewer has handled the question.

(2) Sponsor identification, at best, is a percent of a percent. And the base, itself, is subject to quite a wide statistical variation. Nor does the accumulation of figures over a long span of time compensate for the unreliability of the original data.

(3) C. E. Hooper says of his own findings, "Even we, who have been reporting sponsor identification for ten years, are at a loss to define its nature specifically." Hooper goes on to say that knowledge of the sponsor is "significant", but he won't commit himself as to the precise value of this knowledge. As recently as a year ago, Hooper seriously considered dropping this part of his regular service.

(4) The use of sponsor identification figures is considered so risky that agency men have been advised repeatedly that they cannot safely use sponsor identification in the one way they would most like to: Compare the sponsor identification ratings of their programs with those of competing programs.

Hooper, who has been at this work the longest, and has the longest continuity of *when, where,* and *how* all his questions are asked, says, "It is unsound practice to attempt any comparisons of Hooper sponsor identification figures with any other figure except sponsor identification on that same program in preceding and succeeding reports."

In other words, it's OK with the measurement boys to compare the sponsor identification of *The Hour of Charm* in 1939 with its sponsor identification in 1944. But you cannot compare *Hour of Charm's* sponsor identification with say, *Album of Familiar Music* or *John Charles Thomas.* It's the old apples and oranges story of comparing different things.

Sponsor identification figures must be used exclusively to show a trend on the one program to which the figures apply.

In further digging around among the methods, I find that CAB, in gathering data for its "Brand Identification," says that identifying the sponsor of *Duffy's* as Bristol-Myers, instead of Sal-Hepatica, or Minit-Rub is "inadequate." How about that?

So much for a few of the statistical hi-jinks of this mysterious sponsor identification that Sam Gill says you must have for a program to be successful.

Daytime Radio

Have you ever considered radio's daytime shows—the five-a-week workhorses that move goods off the shelves, or else get moved off the air themselves?

According to the latest sponsor identification figures available (Sept. 8-14 Hooper) the average Sp. 1. of the top ten daytime programs is 46.1. According to this average, less than half the big daytime audience to the top ten programs can identify the sponsor.

Compare this with the 80 ratings which Gill implies are corollary to sales-success.

Program	*Sponsor Identification*	*Years on the Air*
Right to Happiness	52.1	5
Ma Perkins	66.9	10
Our Gal, Sunday	25.3	7
When a Girl Marries	47.1	5
Backstage Wife	25.6	9
Stella Dallas	28.8	6
Breakfast at Sardi's (Kellogg)	70.1	1
Kate Smith Speaks	58.7	6
Big Sister	67.5	8
Young Widder Brown	19.3	6

Of the 67 daytime programs whose sponsor identifications are listed in this September Daytime Hooper report, the average Sp. I. is 41.7%.

From all the statistical gymnastics and double-talk Mr. Gill set forth—saying that of X number of programs starting with a Sp. I. of Y or less, only Z number ever reached such-and-such a rating, I gather he feels that a program has to have the sponsor identification of a *Take It or Leave It* or a *Lux Radio Theatre* before being "successful."

Not Even LSMFT

What would he say about the daytime serial, *David Harum?* This program has been on the air nine years for Bab-O, which isn't bad. *David Harum* is the major advertising expenditure of the Bab-O company and has long been. According to the Duane Jones agency, in nine years with little or no additional help, Bab-O has risen to be first in dollar volume in the cleanser market. Yet *David Harum's* sponsor identification is 38.2. Its Hooper rating of September is 2.3.

Slightly more than one-third of 2.3 audience (according to what the telephone interviewers get over the wire) connects *David Harum,* the kindly old country philosopher, with Bab-O. Yet, why do people ask for Bab-O at the stores in sufficient quantity to make Bab-O the number one cleanser? Harum doesn't ask $64 questions. He doesn't even say LSMFT.

What would he say about *Our Gal, Sunday*—third ranking daytime show with a published sponsor knowledge of 25.3? By the books, only one-quarter of the audience even suspects that *Our Gal* is being kept by American Home Products for Anacin. Yet, she's been on the air for seven years, apparently selling enough Anacin to make a good investment of an $18,500 weekly time and talent cost.

Upwards of one million dollars is spent each week for time and talent on daytime radio. Is all this "wasted" on a public only 41.7% aware of who sponsors what?

What about the half-hour evening dramatic program* with a rating of 6.1 and a sponsor identification of 4.7 that pulled 117,000 requests for a cookbook? These requests were sent by listeners directly to the sponsor. If you care to sit down with pencil and paper, you'll find that statistically this is a larger audience than knew who sponsored the program. And this happened in the summer when women usually aren't thinking about spending the afternoon over a hot stove. Apparently some hinges are loose somewhere if you take sponsor identification figures as a literal index of how many listeners know the program's sponsor.

Take a look at the average identification ratings for the biggest advertisers in daytime radio. Figures shown below are the per cent of those interviewed who could correctly identify sponsor or product.

Sponsor	*No. Daytime Serials per Week*	*Average Index**
Procter & Gamble	14	50.7
General Mills	8	56.9
General Foods	6	41.3
Sterling Drug	6	22.1
American Home Products	4	22.1
Lever Brothers	3	64.4
Standard Brands	2	21.3

*C. E. Hooper, Sept. 8-14, 1944

They Mean Business

Big spenders in daytime radio are what you might call radio's "sophisticates." They aren't on the air to please themselves, their friends or their dealers. They are on the air for one purpose—to sell merchandise. Probably most daytime advertisers don't listen to their own programs, and if they did it's doubtful if they'd like them. Druggists and grocers are not daytime serial fans.

It is apparent that the length of time these companies have kept their shows on the air and the per cent of their total budget devoted to daytime radio indicates the programs must be successful, must have sold the goods. They have ac-

(Continued on page 30)

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*Name supplied upon request

When the time comes —

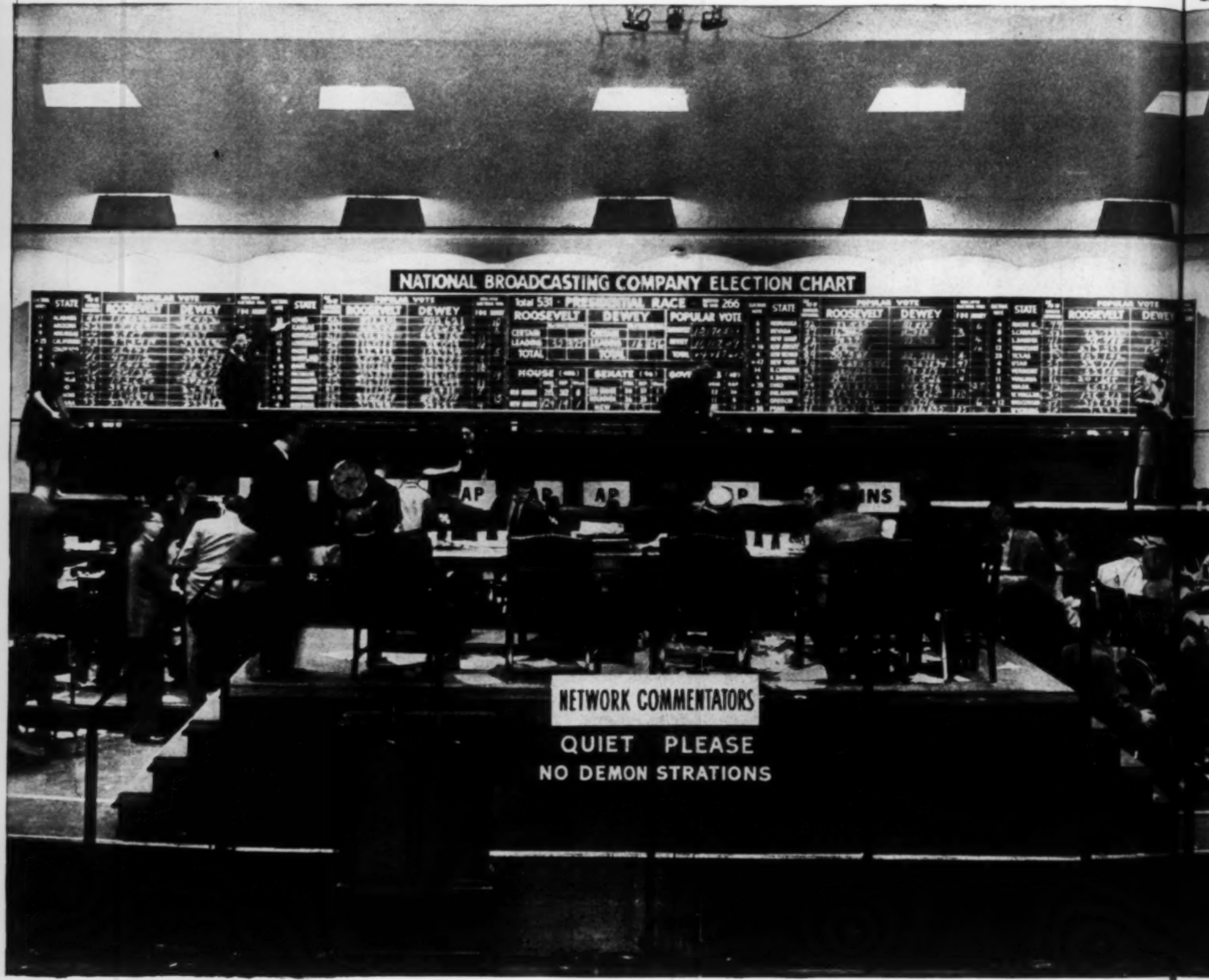
Let An Old Friend Introduce Your New Product in the Great Detroit Market . . . .

● WWJ, America's pioneer broadcasting station, now in its 25th year, is well known and highly regarded by every radio listener in Detroit.

WWJ

AMERICA'S PIONEER BROADCASTING STATION—FIRST IN DETROIT
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY, National Representatives
Associate FM Station, WENA
NBC Basic Network

For NEWS, too, most


NATIONAL BROADCASTING COMPANY ELECTION CHART
STATE
POPULAR VOTE
ROOSEVELT
DEWEY
Total 531 · PRESIDENTIAL RACE
266
POPULAR VOTE
CERTAIN
LEADING
TOTAL
HOUSE
SENATE
AP
INS
NETWORK COMMENTATORS
QUIET PLEASE
NO DEMON STRATIONS

SCENE IN THE NBC BUSY ELECTION NEWS ROOM (Studio 8H) from which originated the broadcasts heard by millions throughout the nation and in many other parts of the world. Big board in background was kept up to the minute... affording NBC commentators, at center table, figures on developments in every state and the national totals. All commercial NBC programs were canceled as America's Number One Network provided this important service to the public.

t people tune to NBC

Election Night, with the largest sustained audience in radio history*—larger even than "Pearl Harbor Night"—an audience 55% greater than the listening on a normal Tuesday evening—

THE NBC AUDIENCE WAS 49% LARGER THAN THAT OF ANY OF THE OTHER NETWORKS

Just as on "D Day" when by far the greatest number of people listened to NBC... just as radio listening surveys show *8 out of 10* of the top shows among all radio programs are on NBC... Election Night added further evidence to the record of years: NBC is *"the Network Most People Listen to Most!"*

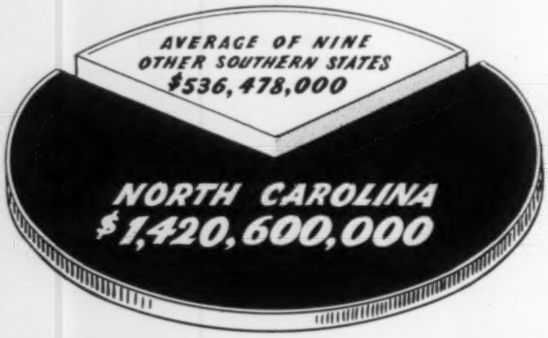
**Based on Hooperatings*

National Broadcasting Company

America's Number 1 Network *for News*

A Service of Radio
Corporation of America

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Freer, FTC Chairman, Urges Industry To Act Against Minority's Practices

DECLARING that radio advertising is now at "a most advantageous position, as to both profits and prestige", Chairman Robert E. Freer of the Federal Trade Commission suggested last week that broadcasters consider proper safeguards "to protect the whole industry from loss of face through practices of an unethical minority."

Mr. Freer

Addressing the Radio Executives Club of New York Monday noon on "Truth in Advertising", Chairman Freer said the majority of complaints against false advertising which the Commission receives probably originate with competitors of the accused advertisers. However, he proposed, "it would be both novel and pleasing to the Commission to receive a considerable volume of those relating to advertising from the advertising industry. That is where a majority of such applications should originate".

Truth Is Goal

Strict truth in advertising on the part of all, Mr. Freer admitted, "remains a theoretical goal". The general trend, however, is upward and "the Commission at times may seek to curb types of deception which have hitherto gone unchallenged just as you may in the future come to regard many shows to be unworthy."

He declared that "scare stuff" is now considered a "relic of the medicine show, that "pressure stuff" has been overrated, and that "ambiguous and deceptive advertising today is considered 'sissy' continuity in that it has been found so often to represent an effort to by-pass the expenditure of mental effort necessary to write factually informative advertising which today is generally accepted as the most effective".

Chairman Freer predicted that much of the present "trifling with the truth" will be outmoded in the late 1940's, with or without additional legislation. He said the FTC does not seek to enter the field of FCC or the Better Business Bureaus. "Sufficient unto us," he added, "is the large field of commercial advertising which is particularly our province."

He pointed out that "a very large" proportion of newspapers in the smaller cities, virtually all metropolitan papers and the better class of magazines "scrutinize their advertising meticulously" and try to avoid warnings by the BBB's or proceedings by the Commission. "There are more than rumors to the effect", he added, "that many radio executives are as farseeing in this respect as their newspaper competitors."

Chairman Freer said he had no doubt that the minimum requirements of law and the industry's self-imposed standards will be raised in the future as they have been in the past. He expressed the hope that the "spread" between minimum requirements and standards will widen "through elevation of your own voluntary standards of what is best in advertising at an even more rapid rate that any future raising of the minimum requirements of the law".

Guests at the luncheon were: James Gordon, WNOE New Orleans; Hal Lamb, KYW Philadelphia; Norman Brown, WSUN St. Petersburg; Gladys Moore, WIBX Utica; A. N. Armstrong, WCOP Boston; Phil Hoffman, KRNT Des Moines; Don Inman, WNAX Yankton; Maxine Keith, MBS commentator.

Lord Halifax, British ambassador, will be the guest speaker at the next meeting of the REC to be held in the Hotel Roosevelt Wednesday, Dec. 6. The meeting is in recognition of the close cooperation between BBC and American radio in furtherance of the war effort. Lord Halifax will be introduced by Elmer Davis, director of the OWI.

William J. Haley, director general of the BBC will address the group from London via shortwave. A testimonial scroll, lauding the BBC war services will be tendered to John Salt, BBC North American director. Warren Jennings, president of the REC, will be chairman of the luncheon.

50 kw in D. C. Sought

A SECOND 50,000 w station for Washington, to operate on the Mexican clear channel of 730 kc, is sought in an application filed last week with the FCC by WWDC Washington local. XEQ Mexico City, operates on the frequency with an authorized power of 150,000 w but a rated output understood to be approximately 50,000 w. WWDC, owned by Joseph Katz, Baltimore advertising agency executive, and G. Bennett Larson, general manager, now is assigned to 1450 kc with 250 w and with a 100 w synchronized booster. The application provides for a two-tower directional day and four-tower directional night. CKAC Montreal, operates on 730 kc as a Class II station with 5,000 w.

OWI Serial on 461

NOW on 461 stations, a rise of almost 150 since the OWI took it over in August from the Office of Civilian Defense, *Hasten the Day*, transcribed daytime serial, is aired on contributed time valued at $11,651 a week. Available for local commercial sponsorship, the show is the only one produced and distributed by the OWI. Costs are paid for by various Government agencies interested in the message woven into the plot.

A Million Years

BUILT THIS OREGON MARKET . . .

. . . WE CAN'T PROVE IT—BUT CHANCES ARE IT'S GOOD FOR

A Million More!

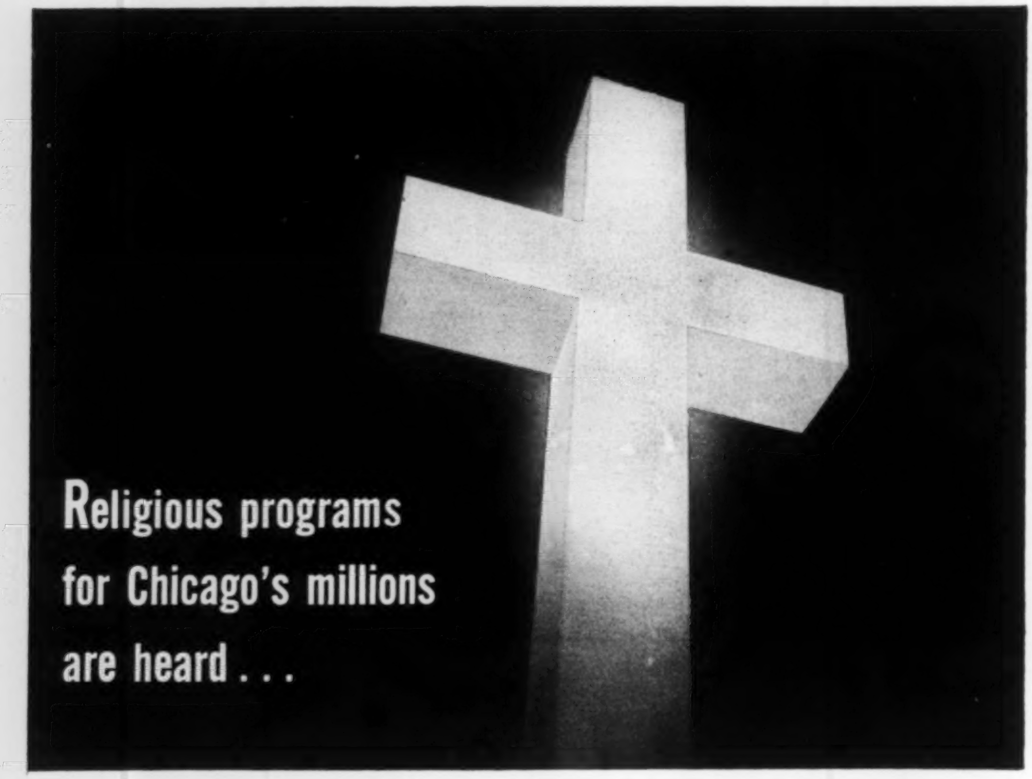
The amazing natural resources and growing climate of the Oregon country make a basis for never-ending prosperity in the KEX area. For instance—a major part of U.S. flax, hops and filberts comes from Oregon. There has never been a crop failure in the state. And the tall Douglas firs put Oregon first in standing saw timber, with 8 million acres of young trees for the future . . .

"VOICE OF THE OREGON COUNTRY"

KEX

PORTLAND, OREGON
THE BLUE NETWORK

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.



. . . via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music . . . they're all an integral part of WMAQ programming.

To this policy belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions . . . that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

NBC's key midwest station
670 on your dial – 50,000 watts

REPRESENTED BY NBC SPOT SALES

NBC
A Service of Radio Corporation of America

Hall Is Appointed To Smith's Term

WAIM Owner to Serve Until New Congress Convenes

APPOINTMENT of Wilton E. Hall of Anderson, S. C., to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith, adds another broadcaster to the ranks of the Senate. Mr. Hall was named last week by Gov. Olin D. Johnston to serve until Jan. 3 when the Governor takes the Senate seat for a full six-year term.

Mr. Hall is the owner of WAIM Anderson, which he established in 1935 as the first CBS outlet in South Carolina. He also is publisher of the *Anderson Independent* and the *Daily Mail*, the only newspapers in the nation which have twice been awarded the U. of Missouri plaque by the National Editorial Assn. for outstanding community service.

Second Interim Appointee

Active in civic affairs, Mr. Hall is vice-president of the South Carolina Press Assn. and former chairman of the State Planning Board. He is now serving as one of the national presidential electors for his State, having been elected Nov. 7. He was born near Starr, S. C., in 1901, in Hall Township, Anderson county, which was named for his family.

An interesting coincidence in connection with Sen. Hall's appointment is that three years ago another South Carolina broadcaster-publisher, Roger C. Peace, owner of WFBC Greenville, was designated to fill the unexpired term of the late Sen. Alva M. Lumpkin who had died 10 days after his appointment to the Senate to fill the post vacated by the elevation of former Sen. James F. Byrnes to the Supreme Court. Mr. Peace, publisher of the *Greenville News and Piedmont*, was 42 when he took office. Mr. Hall is 43. Both were students at Furman U.

Other members of the Senate identified with broadcasting are Arthur Capper (R-Kan.), owner of WIBW Topeka and KCKN Kansas City, Kan.; D. Worth Clark (D-Ida.), defeated for renomination, part owner of KJBS San Francisco and WEMP Milwaukee; Senator-elect Glen H. Taylor, a former radio cowboy singer, who will succeed Sen. Clark at the end of the present Congress, and Senator-elect Homer E. Capehart of Indiana, prominent radio and phonograph manufacturer. The veteran Republican Chan Gurney of South Dakota, reelected for the third time this month, is the former operator of WNAX Yankton.

FCC Promotions

TWO new departments have been created by the FCC, the Safety & Special Services Division of the Law Dept., to be headed by Jeremiah Courtney, and the International Services Section of the Common Carrier Division, Law Dept., in charge of Arthur Gladstone. Mr. Courtney has been chief of the Administration Section and Mr. Gladstone has been in the Safety Service Section.

1 HOUR

Buy an hour

½ HOUR

in Spottstown

or 20-second

¼ HOUR

chain breaks

● I MINUTE

in Spottsville

● CHAIN BREAK

Maybe you want that swell local show in Spottstown—an hour long once a week. Or maybe what you need is more frequency with chain breaks—hard-hitting commercials placed between leading network shows with peak audiences.

Spot Broadcasting gives you your choice.

And a John Blair Man has the facts, the figures and the "availabilities" in good markets and on good stations. With his help, Spot Broadcasting can be one of your most profitable investments. Call him in on any radio plan.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

complished this despite a wide range of sponsor identification. (Incidentally, the average number of years the top ten daytime shows have been on the air is over six.)

Analysis of sponsor identification during the past two years for programs which have more or less consistently ranked among the first 15 (evening) and the first 10 (daytime) shows that evening programs receive much higher sponsor identification than daytime shows.

Of 17 evening programs analyzed, 70% had sponsor identification of *more than* 65%.

Of 10 daytime programs, 70% fell below a 45% identification.

Let's put aside the Benny's and the Hope's, McCarthy's and McGee's, Lux and the Take It Or Leave It's in considering the overall picture for sponsor identification. The above are the *blondes who are attractive*, the successful programs with high sponsor identifications.

Here are eight evening prorgrams and their sponsor identifications:

Program	*C. E. Hooper Oct. 1-7 Index*	*Years on Air*	*Sponsor*	*Estimated % 1943 Radio Budget On This Program*
Dr. Christian	48.7	7	Chesebrough Mfg. Co.	100%
Mr. District Attorney	44.5 (4)	5	Bristol-Myers	27%
Duffy's	38.5 (2)	3	Bristol-Myers	24%
Quiz Kids	38.6	4	Miles Laboratories	12%
Great Guildersleeve	51.4 (3)	3	National Dairy	23%
Big Town	28.6	7	Sterling Drug	7%
American Melody Hour	27.6	2	Sterling Drug	7%
Album of Familiar Music	50.0	13	Sterling Drug	7%

1—Time costs only. Source: "Media Expenditures by 100 Leading Advertisers, 1943" Compiled by CBS Research Dept.
(2) May 15-21 report, C. E. Hooper
(3) June 15-21 report, C. E. Hooper
(4) Sept. 15-21 report, C. E. Hooper

Since I can't speak for the client or agency of any of these programs, I can't be sure whether or not these programs are successful. The only indication any outsider has of this must come from judging the length of time each program has been on the air, and the estimated percent of each company's total 1943 *radio* advertising budget given over to them.

Another angle to the sponsor identification story is a frequently held belief that high sponsor identification is correlated with high sales. This is probably the worst mistake of them all, and one of the greatest points of confusion among agencies, clients and measuring services.

If a study of sufficient size and authority has ever been made to prove such a correlation, I'd like to see it. The studies so far take 30 women, 30 doctors or 30 Indians and prove almost anything needed at the moment.

When sponsor identification is high, some agency account men rush to the client and show him the happy figures. They give him the percentage gain and attach importance to it—both endorsing the methods used and also taking credit for helping establish such a fine rating.

However, when sponsor identification begins to slip, or else never did do much of anything from the start, these same account men either start comparing their own sponsor identification with competitors on the air to prove that they are no worse off than either competitors or the *average* of their competitors. Then if that doesn't show a good enough picture, they compare their Sp. I. with the *average of all* programs—or try to prove that all sponsor identification is very shaky and shouldn't be believed by anyone.

If there's ever going to be any general understanding of sponsor identification, we must all regard it and use it in the same manner—year in and year out. And do this remembering its limitations as well as its usefulness.

High sponsor identification is desirable, but not essential to a program's success.

There is no information available correlating degree of sales success and range of sponsor identification.

In other words, *all* blondes are not necessarily attractive. Clients, agencies and networks know better.

BRONZE STAR GIVEN TO COMDR. BINGHAM

LT. COMDR. Ba[illegible]y Bingham, publisher of the *Louisville Courier-Journal* and *Times*, operator of WHAS, has been awarded the Bronze Star for successfully organizing the Navy public relations for news coverage of the Normandy invasion. Since August 1942, Comdr. Bingham has served on the staff of Adm. Harold R. Stark, commander of U. S. Naval Forces in Europe, who personally presented the medal.

Comdr. Bingham

"His cheerful and diplomatic liaison," the citation states", with the Royal Navy, the U. S. Army and the British Ministry of Information won for the Navy the cooperation and goodwill of those services and organizations which made the expeditious publication of news possible."

Comdr. Bingham volunteered in May 1941. He trained at the Great Lakes Naval Training Station and was commissioned in May 1942.

Serving under Comdr. Bingham as radio officer attached to SHAEF for the invasion of France, was Lt. James Shattuck, now heading the staff of the Navy's radio station on Guam.

NET INCOME of the Philco Corp. for the first nine months of this year amounted to $2,898,425, equal to $2.11 a share, according to John Ballantyne, president. The company's shipments of radar and other electronic equipment and war material rose 52% over the same period in 1943.

Cover BUFFALO...

This is WEBR
This is WEBR
This is WEBR
This is WEBR
This is WEBR
This is WEBR
This is WEBR
This is WEBR
This is WEBR
AH!-WEBR
AH!-WEBR
Everybody listens to WEBR

...and you cover the rich Western New York Market

65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO . . . well within WEBR's primary service area.

BUFFALO Courier-Express STATION

WEBR does it at LOWEST! COST

MUTUAL NETWORK

Nationally Represented by WEED & CO.

The World's Greatest *Lamb Market*

MORE sheep and lamps pass through the Denver stockyards in a year than through any other livestock center in the world. More than 2,715,000 were handled last year of which almost half came from Colorado farms and feed lots. The raising and feeding of lambs for market is a companion industry to Colorado's great sugar beet industry, one acre of beets producing about 3,500 pounds of sugar and 300 pounds of meat from the byproducts.

Livestock raising is one of Colorado's basic and permanent industries—one of its fixed assets—along with mining, manufacturing and agriculture.

When peace comes, Colorado will have few industrial war relics on its hands. The fertility of its soil, the richness of its mineral resources, the facilities of its many permanent industries and the initiative and energy of its people will always guarantee a maximum of stability to the Denver market and opportunity for sales effort.

A FIXED ASSET OF THE DENVER REGION

Sales efforts in the Denver market are paying excellent returns today and are building backlogs of continued acceptance in the future.

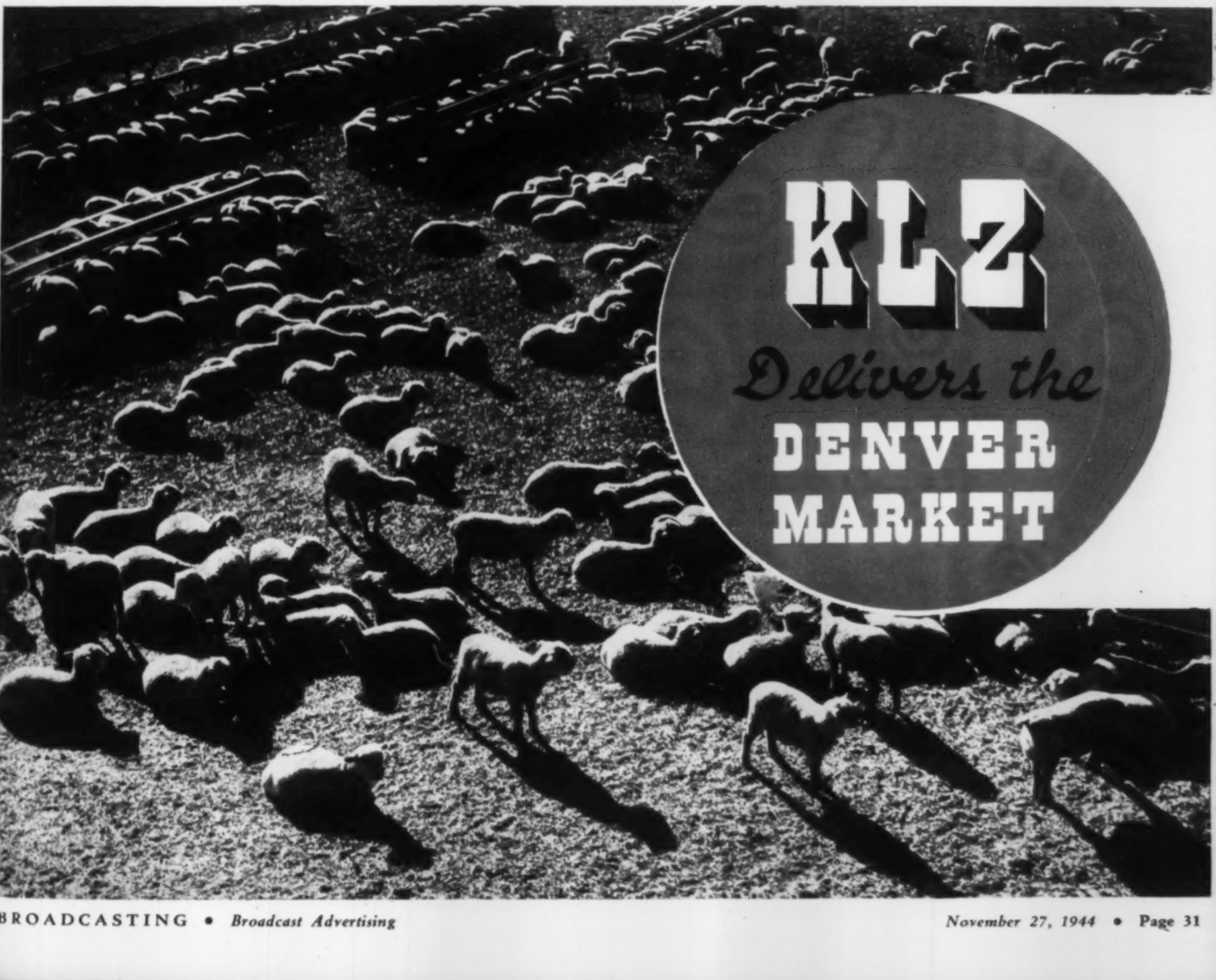
Because more advertisers, local and national—are buying more time on KLZ today than on any other Denver station, KLZ is certain to have what it takes to make your advertising dollars work most profitably.

KLZ • DENVER

CBS Network • 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by The Katz Agency



WHAT 1,253,600 HOUSEWIVES CAN DO

. . . In a Cooking Mood

They can TEST by TASTE the food products you make and choose the BEST by TEST. Remember, they can BUY $437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. But they won't buy a product they don't know and they can't buy a product the retailers don't stock. Keep reminding them of your brand name on WTAM. The cost is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

America's No. 1 Network

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

A Service of Radio Corporation of America

Networks and Stations Reach New High In Bond Activities

Featured Programs Present Top Talent as Sixth Bond Drive Campaign Gains New Momentum

AS THE SIXTH War Loan Drive for $14,000,000,000 swings into its second week, participation by broadcasters — networks, affiliates and independents alike—has reached a new high in both intensity and variety of promotion. Drive was officially launched on evening of Nov. 19 by a four-network message from the President. Address was preceded and followed by extensive special programming and activities on the part of the four major nets and individual stations. Considerable added support is being secured through the various OWI spot allocations.

NBC's Big Day

Programming this past week was highlighted by NBC's Bond Day, Thanksgiving Day, during which the network scheduled some 20 hours of almost continuous promotion. Beginning with a special farm broadcast 6-7 a.m. featuring a U. S. diplomatic Thanksgiving Dinner in Moscow as well as pickups from Italy, France, Belgium, Holland, Leyte and Guam where native peoples expressed gratitude for their liberation, the NBC day continued filled with messages by high ranking leaders from all fields, special programs such as pickups of Chaplains' Thanksgiving graces at mess, wounded veterans expression of thanks for being again in the U. S. and remotes from war plants at work across the country. From 11:30 p.m. to 1 a.m. the following day the network presented *Let's Talk Turkey to Japan*, a program filled with top talent.

Spot Barrage

Plans as formulated by last Tuesday night for the the Blue Network Bond Day Dec. 1 call for an all-day barrage of one-minute spot announcements in addition to a number of special Bond programs. Nearly every quarter-hour appeals for Bond sales will be heard from such personalities as Don McNeal, John P. Kennedy, Cliff Arquette, Tom Breneman, Baukhage, Walter Kiernan, Dorothy Thompson, Westbrook Van Vorhis, Ed East, Milton Cross, Ed Wynn, Harry Wismer, Henry J. Taylor, the Lone Ranger, Ethel Barrymore, Allen Young, Milton Burrough, Walter Winchell, Jimmy Fidler, Herbert Marshall, Fred Waring, Horace Heidt, Guy Lombardo. Dave Ellman will present his *Victory Auction* from 11:30-11:55 p.m. Regular Blue features *Appointment With Life* and *Keeping Posted* for the Bond Day are to be rewritten with special Sixth Loan emphasis. A George Hick battle recording will be presented at 8:45 a.m.

This past Friday night the Blue from 12 Midnight-12:30 a.m. aired a Sixth Loan edition of its regular broadcast from a leading Chicago restaurant and likewise for the succeeding program 12:30-1 a.m. from the Pennsylvania Hotel, New York.

In conjunction with the independent stations' Bond Day on November 28, the Treasury War Finance Division compiled a spot check of ten stations across the country—from 100 watter to the 50 kw outlet—for a report of their Sixth Loan activities. Summary of check follows:

KVI Tacoma, Wash. (5,000 w)—Using all *Treasury Salutes*, live announcements, jingles, Horace Heidt and ASCAP discs. Airing daily 5 p.m. half-hour show and 1:30 p.m. quarter-hour program, both slanted to women listeners. Urged advertisers to substitute Bond plugs.

KGHF Pueblo, Col. (500 w)—No special events to date. Carrying all Blue Bond shows as well as Treasury material, both live and transcribed. Suggested Bond plugs to advertisers.

KVSF Santa Fe, N. M. (100 w)—Using all Treasury material, also eight spots daily. Broadcasting daily half-hour live program in morning for women audience and also daily 9:30 p.m. half-hour phone subscription series.

WAPI Birmingham, Ala. (5,000 w)—Aired half-hour state hookup on opening day of Drive. Broadcasting during Loan programs from Worthington General Hospital. *Treasury Salutes* scheduled 8:15 a.m., ASCAP and Horace Heidt discs in evening. Local Bond committees using station facilities with at least one show a day.

WQAM Miami, Fla. (5,000 w)—Daily 6:30-6:45 p.m. sports show aired for Sixth Loan. Using WFD recordings, *Bond Briefs*, ASCAP discs, Horace Heidt series. Sunday *Uncle Mac* children show aired for campaign. Children admitted to see broadcast through Bond purchase. Special shows slated from local Army hospitals. Local Bond committees using several broadcasts per week.

WTIC Hartford (50,000 w)—Drive opened with Sunday night speech by Connecticut War Finance Committee director. Using daily quarter-hour show to feature Treasury material in addition to announcements. Several special events being planned, all free time to be devoted to Loan—Paul Lucas, program manager. *Treasury Salutes* sustained.

WGBF Evansville, Ind. (1,000 w N, 5,000 w D)—Using all Treasury material, none sponsored. Scheduling broadcasts from local defense plants and shipyards. Joint program involving all Evansville clubs and veterans organizations will be played over several day period.

WWDC Washington (250 w)—Broadcast entire 2½ hour "Stars on Parade" rally from Constitution Hall, Nov. 20, including programs originated from there by MBS and NBC. Airing all WFD material. On Thursdays 7:30-7:45 p.m. carrying show from Walter Reed General Hospital. Also planning 25 minute school program. Additional activities to come.

KERN Bakersfield, Cal. (1,000 w)—All Treasury material being used. Thanksgiving Day Bond Show aired as well as WFC boxing and wrestling

(Continued on page 34)

Some People in Nashville

don't like the Grand Ole Opry!

Yes sir, that's right.

Some people in Nashville don't like the Grand Ole Opry.

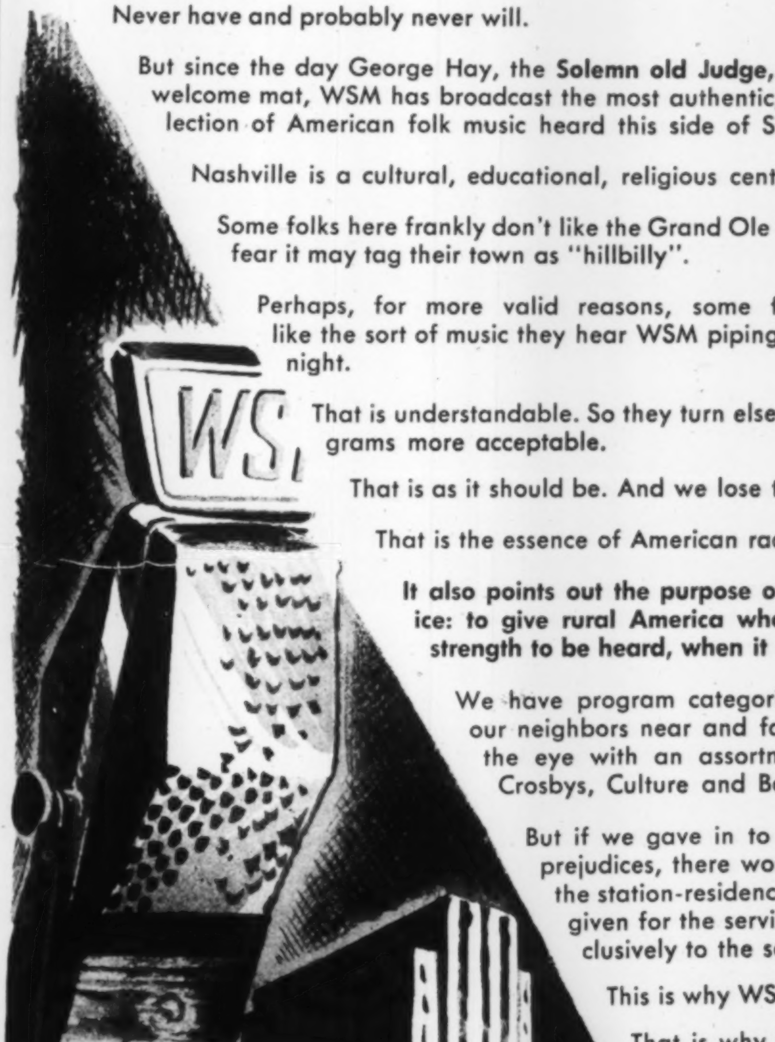
Never have and probably never will.

But since the day George Hay, the **Solemn old Judge**, set out the welcome mat, WSM has broadcast the most authentic, natural collection of American folk music heard this side of Stephen Foster.

Nashville is a cultural, educational, religious center of the South.

Some folks here frankly don't like the Grand Ole Opry because they fear it may tag their town as "hillbilly".

Perhaps, for more valid reasons, some folks here just don't like the sort of music they hear WSM piping out every Saturday night.



That is understandable. So they turn elsewhere to stations with programs more acceptable.

That is as it should be. And we lose their audience.

That is the essence of American radio.

It also points out the purpose of clear-channel broadcasting service: to give rural America what it wants to hear, with sufficient strength to be heard, when it wants to hear it.

We have program categories throughout our schedule to satisfy our neighbors near and far, and we can look anyone of them in the eye with an assortment of network or station Symphonies, Crosbys, Culture and Boogie-woogie.

But if we gave in to home-town and state-wide preferences and prejudices, there would be no GRAND OLE OPRY originating from the station-residence of its discoverer, and the power we have been given for the service of those who need it, would be dedicated exclusively to the service of those who don't.

This is why WSM is proud of the Grand Ole Opry.

That is why WSM is proud to be a clear-channel station, mindful of both its opportunities and its obligations.

This is WSM.

AIR CASTLE OF THE SOUTH

WSM

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. **Nashville, Tenn.**

We're *in the* Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. *Write or wire us for facts and figures. We'll have them for you.*

THE KATZ AGENCY, *National Representatives*
Blue and Mutual Networks

5000 WATTS
980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

contest on Nov. 17. Facilities open to state and local committees.

WDAY Fargo, N. D. (5,000 w)—Using all WFD discs and announcements. During first week 12 newscasts relinquished time for Loan. Rallies and pickups planned from neighboring communities as well as Veterans Hospital.

Local Activities

CBS has scheduled several prelude activities to its Bond Day promotion set for December 7, plans for which are now being completed. Started Nov. 24 and to be heard on four consecutive Fridays, CBS is presenting *I Was There*, a half-hour program featuring stars of radio and movies who have entertained U. S. servicemen on various battlefronts. The network's Saturday *Youth on Parade* program will devote two December broadcasts to the loan in salute to junior War Bond salesmen. Via its New York television outlet, WCBW, CBS on Nov. 30 is planning to present a video War Bond show 8:15-8:45 p.m. with top talent. Program will highlight progress gained since the first Bond Drive and effect certain events in the war have made on Bond sales. Coordinating all CBS Sixth Loan activities is Lt. Howard G. Barnes, U. S. Navy, who has been assigned during the Campaign to Treasury and is "on loan" to CBS.

WRC Washington every weeknight during the Loan at 6:30 p.m. is airing a three-minute message by a war veteran from Walter Reed General Hospital. The Monday evening time is being used by the chairman of the District War Finance Committee for local report. All of the Washington stations are working with the committee, each station airing a special show on a different day of the week, in addition to other promotion.

New York Drives

WMCA New York started Loan Nov. 20 with programs featuring Sen. James M. Mead (D-N.Y.), screen and radio personalities and stressing theme "Buy a Bond for Your Serviceman's Baby." Martin Block, conductor of WNEW New York *Make Believe Ballroom*, is auctioning for War Bonds autographed copies of new recordings made following relaxing of the AFM boycott on disc production. He sold more than $10,000 worth of Bonds during quarter-hour following first anouncement. WBYN Brooklyn has joined forces with W.I.V.E.S., independent organization of servicemen's wives, who are heard over the station in behalf of the Sixth Loan reporting anecdotes concerning their fighting husbands.

WHN New York, to stimulate sale of lower denomination Bonds, has started Dream-Date-for-Bonds contest for war workers and school youth under 25. Contestants must submit letter on why they wish to date a certain favorite. Bond purchase receipt must be included. Winners will get their dates. The "Victory Troop" of WJZ New York is presenting special rallies at local shipyards and war plants during the Sixth Loan in conjunction with the New York War Fund, Greater New York Fund and the American Red Cross. The troop's 310th appearance will be made for the Lighthouse for the Blind in New York. The WOV New York campaign consists of two main themes, "Back Up Our Boys With Bonds'—personalized with names of local servicemen, and "Celebrate Christmas With a Clear Conscience, Buy Bonds—Not Baubles." Italian language programs will highlight prominent Italian-American heroes while English programs will include servicemen interviews recorded overseas and *Broadway Barn Dance* program, with War Bond purchase as admission.

A series of daily programs, *American Canteen Hostess*, has been started by WPAT Patterson, N. J. in the morning period. With War Bond tie-up, models of Society of Models, Inc., New York, relate their experiences as canteen hostesses.

CAPT. RAY HEADS WILSON PRACTICE

REOPENING of the consulting engineering practice of Herbert L. Wilson, with wartime headquarters in Bridgeport, Conn., in charge of Capt. Garo W. Ray, was announced last week by Maj. Herbert L. Wilson, who formerly maintained offices in New York. Capt. Ray will open offices at 991 Broad St., Bridgeport, Dec. 1, upon his retirement from the Signal Corps, according to Maj. Wilson.

Capt. Ray

Prior to his entry in the service two years ago, Capt. Ray was developmental engineer for the Harold Thomas stations, WATR Waterbury and WNAB Bridgeport, and had previously served as chief engineer of WELI New Haven. He also had been consultant for Sikorsky Aircraft Co. He has served under Maj. Wilson at the Signal Corps Labs. in Fort Monmouth, N. J., as a research and development project officer.

Maj. Wilson, on active duty for three years, served about a year in the China-Burma-India theatre as radio officer on Gen. Joseph Stilwell's staff. In addition to his consulting practice, Maj. Wilson is on leave as vice-president and general manager of WBNX New York.

Rieser Spot Plan

RIESER CO., New York, (shampoos, hair oils and lacquers) is planning a spot campaign shortly for a new product, Venida Hair Cream, using one-minute transcribed spot announcements in Rieser markets. Firm promotes hair lacquer through transcribed jingles, 10 to 17 times weekly on WJBK WINX WMEX WIBG WWSW WMCA WHM WAAT. Agency is E. T. Howard Co., New York.

YOU HAVE TO GET BOTH

on the Pacific Coast, too!

The Pacific Coast is divided into two markets, from the standpoint of retail sales. Unless you cover *both* of them, your battle for complete radio coverage is only half won. And you can cover both markets completely *only if you use Don Lee,* because 50% of the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

Take a look at a map. You will notice that most markets in the *outside half* are surrounded by mountains. In the mountain-surrounded areas long-range broadcasting doesn't work. What does work is local stations—and lots of them. The Don Lee Network has 38 local stations, *broadcasting from within these rocky barricades.* A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in many of these *outside* markets were tuned to Don Lee.

Take a look at your regular Hooper Reports to learn how well Don Lee covers the *inside half* of the Pacific Coast, too. During the past year, all the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

Don't be satisfied with only half the Pacific Coast. Buy Don Lee and get both halves, *complete coverage!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

WAKR

Sells!

THAT'S WHY

AKRON
FURNITURE DEALERS
SPEND OVER 80%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR

WAKR TOWERS OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Merchandising & Promotion

Tale of Two Cities—Talent Search—Color Book
WRRF Message—Pheasant Luncheon

SALES TALE of two cities is outlined in a four-page promotional piece on *Meet the Missus*, sustaining program which recently expanded from KNX Hollywood to CBS Pacific stations. Similar co-sponsored program was started originally on WBBM Chicago in 1936 with another launched on WABC New York in 1941. Blue-green and black caricature illustrations and photographs supplement record of sales on those stations as well as brief sketch of the Hollywood series originating from Earl Carroll's theatre-restaurant with Jack Bailey as m.c. Message on CBS Pacific Network letterhead, signed by Charles E. Morin, sales manager, is attached to brochure.

* * *

Syndicate Feature

SYNDICATED station promotion feature *Radio at War*, compiled and edited by Brooks Watson and published by National Radio Personalities, Peoria, Ill., is being distributed by WHN New York with inserted pages depicting the station's personnel and operations. WHN features include a two-page picture spread "WHN serving a people at WAR"; a full page devoted to the engineering operations; and photos of former WHN employes now in service. Adaptable for use as a promotion piece by any station, with individual inserts, booklet includes pictorial features on war communications by radio.

* * *

Talent Search

TALENT SEARCH shows staged by KFAB Lincoln to celebrate its 20th birthday, are being sponsored by local committees in five towns in the station's 200 county coverage area. KFAB furnishes an m.c. and two "on the air" acts who produce the show with talent from surrounding neighborhood. Half-hour of each show is transcribed and broadcast the next day and two acts from each are selected to appear at the studios for a jamboree Dec. 9 when the winner will be selected for the "KFAB Contract".

* * *

Godfrey Reprints

REPRINTS of articles from *Tune In* magazine and *World* magazine concerning Arthur Godfrey, early morning broadcaster of CBS-WTOP Washington, has been distributed by the station in booklet form. Mr. Godfrey, termed "America's foremost ambassador of goodwill", is en route to the Pacific fighting area to make transcriptions and observations of operations and servicemen.

* * *

Color Book

A 16-PAGE coloring book for children is being offered as a give-away or premium to subscribers of *Happy the Humbug*, series produced by NBC's Radio Recording division. Illustrated by Myron Waldman, a film animator, book pictures "Happy" and animal friends featured in the recorded series and provides space on the back cover for imprints of station and sponsor.

* * *

Bristol-Myer Contest

HIGH SCHOOL students are invited to take part in a script writing contest by Alan Young, star of Bristol-Myers Co.'s Blue Network program, $100 going to one contestant each week whose script rates airing on the radio show. Listeners are told the scripts should deal with situation-comedy rather than straight gags and should run about ten minutes.

UP Brochure

UNITED PRESS is promoting its radio news services in an over-size brochure describing 25 different types of features and illustrated with informal news shots. Included are suggestions for presenting an hour of balanced news, minute by minute and for programming news spots for sponsors during the day. Presentation reports the results of the Kansas and The Pulse of New York surveys on listening. Colored chart is included to show the results of The Pulse's October 1943 study showing proportion of listening to news, network shows, music, and other types of programs, for every quarter-hour.

* * *

WRRF Message

MAIL FOLDER in the form of "A personal message from the folks at WRRF" has been issued by the Washington, N. C. Blue outlet. Letter from W. R. Robson Jr., general manager of the station, invites listeners to visit the station and comments on WRRF policy. Also included are photos of WRRF programs and personalities as well as those of the Blue heard over the station. Coverage map is presented on the back of the folder.

* * *

'No Press Release Day'

WHN New York has instituted a "No Press Release Day" each week in an effort to help combat the current paper shortage. Station estimates that 2,000 sheets of paper had been saved by the first "holiday" Nov. 14. George Lewis, publicity director, has suggested that all the nation's press agents be asked to observe a similar holiday.

* * *

Pheasant Luncheon

GREATER North Dakota Assn., Fargo, in conjunction with North Dakota advertising media—press, radio and outdoor—have invited New York business and advertising executives to a "North Dakota pheasant luncheon" at the Waldorf-Astoria Hotel, Nov. 29. Similar meetings have been held in Minneapolis and Chicago.

* * *

KLZ Folder

LATEST folder mailed by KLZ Denver, "In the Opinion of the Judges", to prove that the outlet is "one of the nation's outstanding stations" in program production, public relations, publicity promotion and merchandising, presents copies of a number of awards won by the station during the past few years in these phases of operation.

* * *

Disc Timer

TRANSCRIPTION TIMER of vynolite has been distributed by CJBC Toronto, key station of the CBC Dominion network and Blue network outlet at Toronto, to Dominion network stations, advertisers, advertising agencies and others in the industry both in Canada and the United States.

* * *

Universal Ads

ADVERTISEMENTS published by Universal Microphone Co., Inglewood, Cal. in *Broadcasting* during the past year commemorating progress of communication during the centuries, are to be reprinted in portfolio form for general distribution.

* * *

NATIONAL Electrical Wholesalers Assn., New York, will hold its 37th annual convention the week of April 22, 1945, at the Stevens Hotel, Chicago, provided the transportation situation permits.

Combinations
that -C-L-I-C-K-

KSD NBC AP

The sparkling entertainment achieved through the co-starring of Joan Davis and Jack Haley is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD
ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

cotton pickin' time

—down south!

Yes, it's time for Cotton to start rolling to the gin, soon to be baled and sold in Memphis, the cotton capital of the world.

The value of cotton and cottonseed grown in the Memphis area, totals two-thirds of a billion dollars!

And to sell Memphis, use WMC, the NBC station for two and one-half million people!

WMC

★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY

★

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK — WMC Memphis, WJDX Jackson, Miss., KARK Little Rock, WSMB New Orleans, KWKH KTBS Shreveport

OWI PACKET, WEEK DEC. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 18. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS				NAT. SPOT PLAN	
		Group KW		Group OI			
		Aff.	Ind.	Aff.	Ind.	Live	Trans.
Hold Prices Down	X	--	--	--		--	--
Car Pooling	--	X	X	X	X	X	X
Merchant Marine	X	--	--	--	--	--	--
Careless Talk	X	--	--	--	--	--	--
V.Mail	--	X	X	X	X	--	--
Planned Spending	--	--	X		X	--	--

See OWI Schedule of War Message 139 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Republic Places Drive For 'Brazil' Promotion

REPUBLIC PICTURES CORP., New York, to promote "Brazil" is using two five-minute musical transcriptions cut in Republic's studios, in addition to 30 and 60-second recorded spots as the film opens in various cities. New York campaign, representing an expenditure of $2,500 on WINS WNEW WOR WOV WHN WJZ, runs for two weeks. Newspapers and billboards support the campaign. According to Charles Reed Jones, advertising director for Republic, programs similar to the recorded package starting on WMCA New York [BROADCASTING, Nov. 6] will be used on other stations throughout the country in the near future. Agency is Donahue & Coe, New York.

In a special arrangement with Young & Rubicam, New York, and Republic, Roy Rogers, studio star who began a program on MBS Nov. 21, Tuesdays, 8:30-9 p.m., will be promoted with spot announcements on the network, both transcribed and live; promotion booklets for stations; publicity releases to newspapers and trade magazines; street posters and posters for theatres featuring Roy Rogers films.

THE COOPERATIVE Analysis of Broadcasting announced last week the following new members—Aitkin-Kynett Co., Beech-Nut Packing Co., Bruce B. Brewer & Co., Buchanan & Co., Ivey & Ellington Inc., and Look Inc.

Cresta Blanca Adds

CRESTA BLANCA WINE Co., Los Angeles, has added five stations in the past ten days to a list of 20 stations promoting Dubonnet Wine and Vermouth—using one-minute singing commercials, quarter-hour news and musical programs at varying intervals. Spot schedule started early in October. With *Stop That Villain* on 64 MBS stations, Wednesdays, 8:30-9 p.m., slated for cancellation Nov. 29, plan is to concentrate promotion of these products on local programs and spot announcements, with current station list to be expanded at a later date. Campaign is part of a test to determine the best markets for the two products. Cresta Blanca wines continue to be promoted on *This Is My Best* on 73 CBS stations, Tuesdays, 9:30-10 p.m. Agency is BBDO, New York.

FMBI Board Meets

FM BROADCASTERS Inc. has scheduled a special board meeting in Washington today [Nov. 27] to discuss the recent FCC allocation hearings, with particular reference to proposed FM assignments. The meeting was called by President Walter J. Damm, WTMJ-WMFM Milwaukee and, among other things, will consider plans for a new Washington headquarters for the trade association.

REPUBLIC Pictures has purchased film rights to the radio mystery drama, *Banquo's Chair*, written by Rupert Croft-Cooke, and repeated four times on CBS *Suspense* program.

WROK

ROCKFORD, ILLINOIS

BLUE Network

1000 Watts

METROPOLITAN POPULATION NOW 111,000

WROK is represented by HEADLEY-REED COMPANY

TWELVE YEARS before the MIKE

and going stronger than ever . . on WOWO,
12:15 to 12:25 P. M., Monday through Friday

DON and HELEN

FOR TWELVE YEARS, these "Sweethearts of Song" have soothed the souls of the masses to whom the old songs are best. The end-product of their performance has been successful selling of products ranging all the way from soap to wire fence.

This personable pair.. whose fans are friends, and numbered by the thousands.. are regular noonday radio-guests in homes far beyond the normal WOWO primary area. How far? Well, an offer on their WOWO program, confined to one announcement, brought 4,825 replies.. from 503 cities, 139 counties, 11 states.

Two million substantial folks, whose roots go deep in traditional American values, find the singing of Don and Helen singularly satisfying. These people live, labor, and buy in the rich half-rural, half-urban WOWO sphere of influence.

Don and Helen are available for sponsorship on WOWO, Indiana's most powerful station. NBC Spot Sales will gladly arrange an audition in your office.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

WOWO
FORT WAYNE
Indiana's most powerful station

TEA AT 4:00?

Or is it tea at 5:00? No matter. Iowa farmers have been too busy in this record year of 1944 to take time out for tea or cocktails in their afternoons. Even when they sit on the rim of their stock tanks for that needed drink of water, they don't grab topper, gloves, and cane.

Aren't these silly statements? You wouldn't think so if you heard that daily solitary "farm program" some stations out here are now condescending to broadcast. Their frippery, their nightclub gags, and their jive records are as foreign to the farmer as the latest news about alfalfa and lespedeza and livestock would be to a nightclubber!

If you want to reach the farm audience—that big 80% chunk of this prosperous market—use the No. 1 Farm Station, KMA. For KMA is the only full-time farm station in this great agricultural area—the *only* station that makes a specialty of the farmer—*the* station that pulls *twice* as much mail as its highest-ranking competitor!

No wonder everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. No wonder so many new advertisers are joining the husky ranks of our old clients and calling Free & Peters *now* for availabilities. The door is still open—come in!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Moseley Subbing

SYDNEY MOSELEY, newscaster of WOR New York, is temporarily filling the 12 noon-12:15 p.m. period on Mutual, previously occupied by the late Boake Carter. Now sponsored by some 95 local advertisers, the Monday-Friday quarter-hour will be taken over on virtually the full network next week by R. B. Semler Inc., New York, with commentator still to be announced. Agency is Erwin, Wasey & Co., New York.

Ahrens, Zirato Join CBS As Assistant Directors

THOMAS AHRENS and Bruno Zirato Jr., have joined CBS as assistant directors in network operations, and the network has acquired three new announcers—J. Sims, Sidney Berry and Robert Hite. Producer-director of WTOP Washington for the past three months, following discharge from the Army, Mr. Ahrens replaces Rogers Brackett who resigned to take on a production assignment on *Vox Pop*. Mr. Zirato formerly apprentice director, succeeds William Booth, resigned to join Lennen & Mitchell, New York, as producer-director.

Mr. Sims returns to CBS after a year and a half in the Army, having previously served at WBBM Chicago. Recently on the staff of WNEW New York, and formerly OWI supervisor of production in the Spanish department, Mr. Berry replaces Earle Steele, resigned. Warren Sweeney who is returning to free-lance work, is being replaced by Mr. Hite, formerly of WXYZ Detroit and KWK St. Louis.

Alfred C. Taylor

ALFRED C. TAYLOR, 44, a member of the station relations department of World Broadcasting System for the past year, died in New York Nov. 17. He came to World from Insul-Mastic Corp. of America where he served as assistant general sales manager, and was previously assistant to the head of sales service of Pepsi-Cola Co. He is survived by his wife, his father and sisters.

PROMOTION MANAGERS of CBS-owned stations pause for the camera during a discussion of local and national promotion plans at a meeting at CBS headquarters in New York. Seated (l to r) are: Ralph W. Taylor, KNX Los Angeles; Jonathan Snow, WBBM Chicago; Dick Dorrance, director of promotion service for CBS-owned stations; Jules Dundes, WABC New York. Standing: Guy C. Cunningham, WEEI Boston; William F. Carley, WBT Charlotte, N. C.; Sam Kaufman, WCCO Minneapolis-St. Paul; Howard Stanley, WTOP Washington. Also attending the meeting, but not in photo, was Wendell B. Campbell 2d, national sales manager and assistant station manager, KMOX St. Louis.

New CKTB Ownership

CKTB St. Catherines, Ont., 1,000 w on 1550 kc, recently sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., is now owned entirely by the Burgoyne family of St. Catherines. Capt. W. B. C. Burgoyne, overseas with the Canadian Army, is president of the company, with 51% of the stock. H. B. Burgoyne, father of the president, and managing editor of the daily *St. Catherines Standard*, is secretary-treasurer with 34% interest, and Mary C. Burgoyne, sister of the president, owns 15%. Price paid for station was $70,000. No changes in personnel have been announced.

Sutherland to WOL

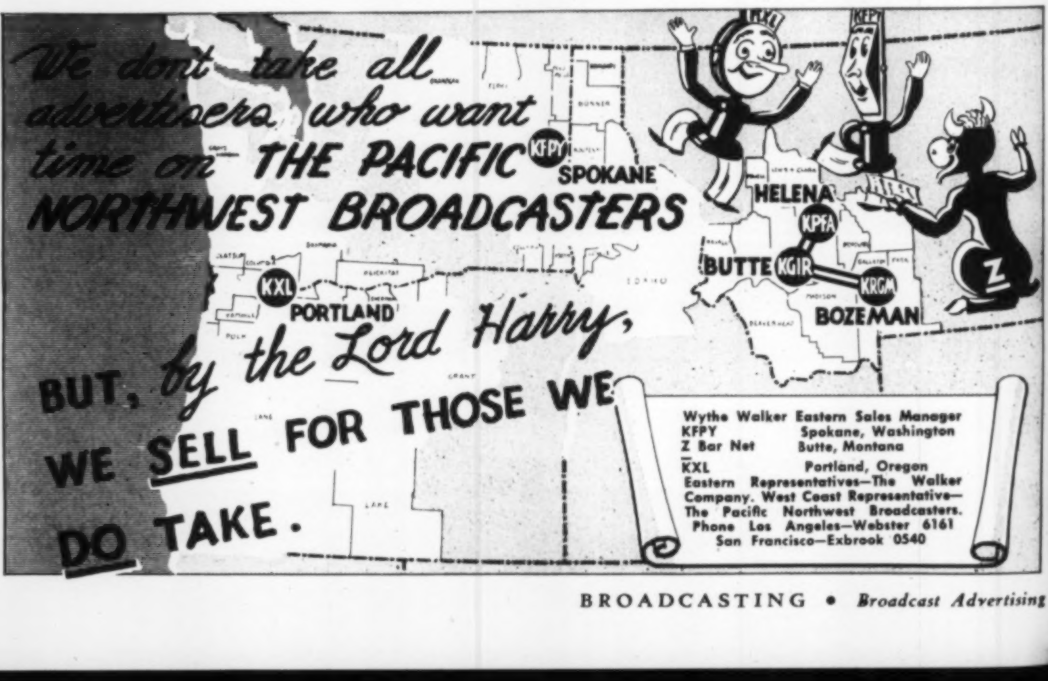
GEORGE SUTHERLAND, for four years program manager of WFCI Pawtucket, R. I., has been appointed production manager of WOL Washington. Mr. Sutherland is member of the NAB program managers executive committee.

Nusbaum Named to Post With 20th Century Fox

20TH CENTURY FOX Film Corp., New York, has reappointed Kayton-Spiero Co., New York, to handle radio advertising nationally, and a former station executive, Mortimer A. Nusbaum will represent the company at agency offices beginning Nov. 27 to supervise radio activities.

In line with the continued trend among movie companies to buy spot time on a long-term basis, 20th Century has signed contracts with WOR WABC WMCA WJZ WNEW effective Nov. 8 for 52 weeks of spots and five-minute news programs. Firm continues to promote individual films as they premier locally throughout the country.

Mr. Nusbaum, commercial manager of WSAY Rochester, has been with the station eight years. He was formerly with WHAM and WHEC Rochester. Ted Lloyd continues as radio director of 20th Century Fox with headquarters in New York.


We don't take all advertisers who want time on THE PACIFIC NORTHWEST BROADCASTERS
KFPY
SPOKANE
HELENA
KPFA
BUTTE
KGIR
KRBM
BOZEMAN
KXL
PORTLAND
Z
but, by the Lord Harry,
WE SELL FOR THOSE WE DO TAKE.

Wythe Walker Eastern Sales Manager
KFPY Spokane, Washington
Z Bar Net Butte, Montana
KXL Portland, Oregon
Eastern Representatives—The Walker Company. West Coast Representative—The Pacific Northwest Broadcasters.
Phone Los Angeles—Webster 6161
San Francisco—Exbrook 0540

Priceless Peak

in Chattanooga

Recently a visiting Philadelphian touring the top of Lookout Mountain turned to a Chattanoogan and said:

"If we had your Lookout Mountain as close to Philadelphia as you have it here, it would be worth one billion dollars to us."

We haven't attempted to assess the value of Lookout Mountain to the Chattanooga market, but we do know it is unique in the history of America. Soaring 1400 feet above the altitude of downtown Chattanooga, it provides a plateau of parks, an incorporated town, exquisitely beautiful homes, a summer resort with breathtaking views across the surrounding valleys.

It is truly a landmark in Southeastern United States, standing out in majestic grandeur as the center of TVA's great power empire.

WDOD, the CBS station for Chattanooga, is proud of Lookout Mountain . . proud of its contribution to the wealth of this area.

IN THE
HEART OF TVA'S
GREAT POWER EMPIRE
CHATTANOOGA

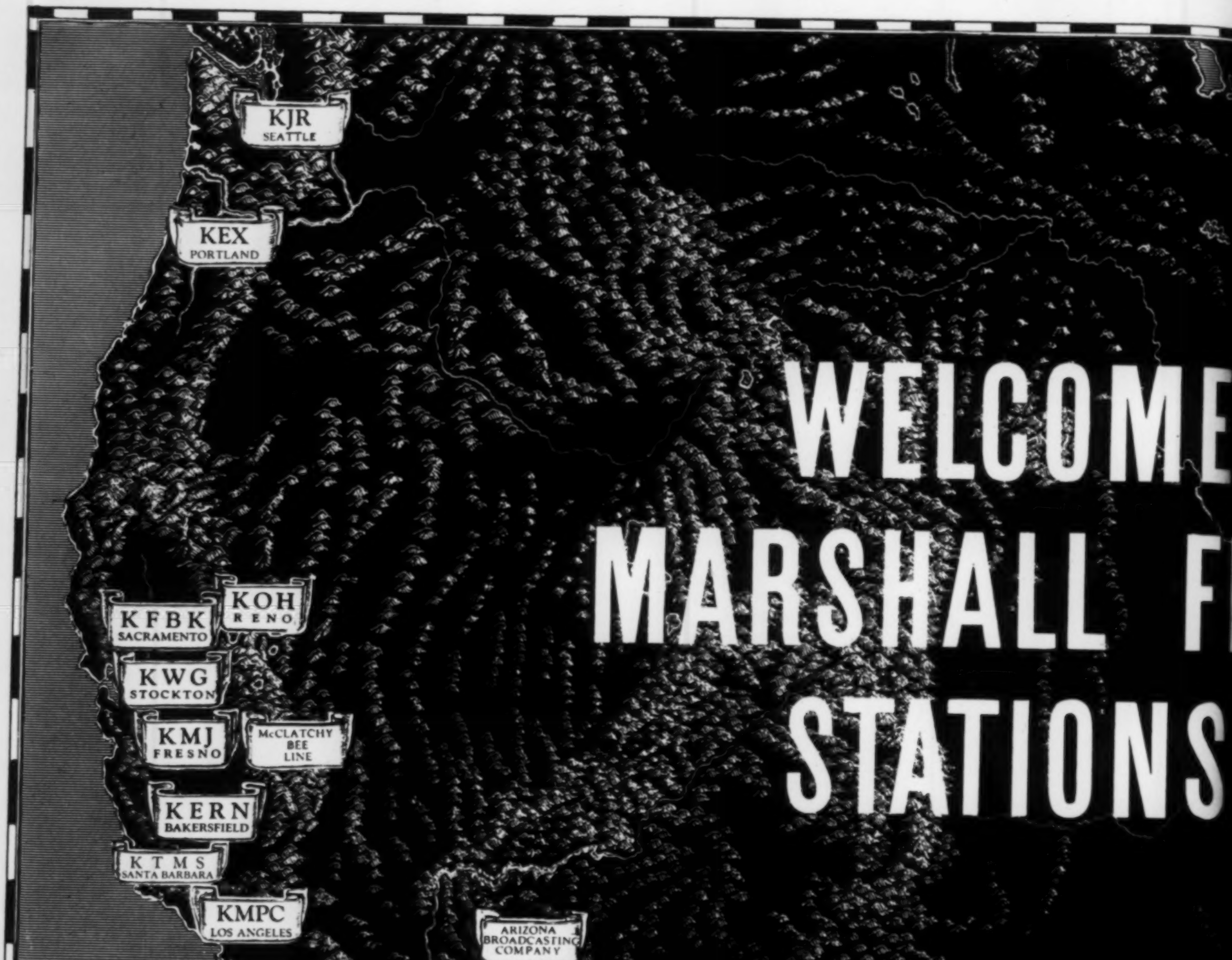
WDOD

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

WHERE NATURE AND INDUSTRY JOIN HANDS

WELCOME
MARSHALL FI
STATIONS


KJR SEATTLE
KEX PORTLAND
KOH RENO
KFBK SACRAMENTO
KWG STOCKTON
KMJ FRESNO
McCLATCHY BEE LINE
KERN BAKERSFIELD
KTMS SANTA BARBARA
KMPC LOS ANGELES
ARIZONA BROADCASTING COMPANY
KTAR PHOENIX
KFSD SAN DIEGO
KXO EL CENTRO
KVOA TUCSON
KWFT WICHITA FALLS

PAUL H. RAYMER
COMPANY

Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

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FIELD

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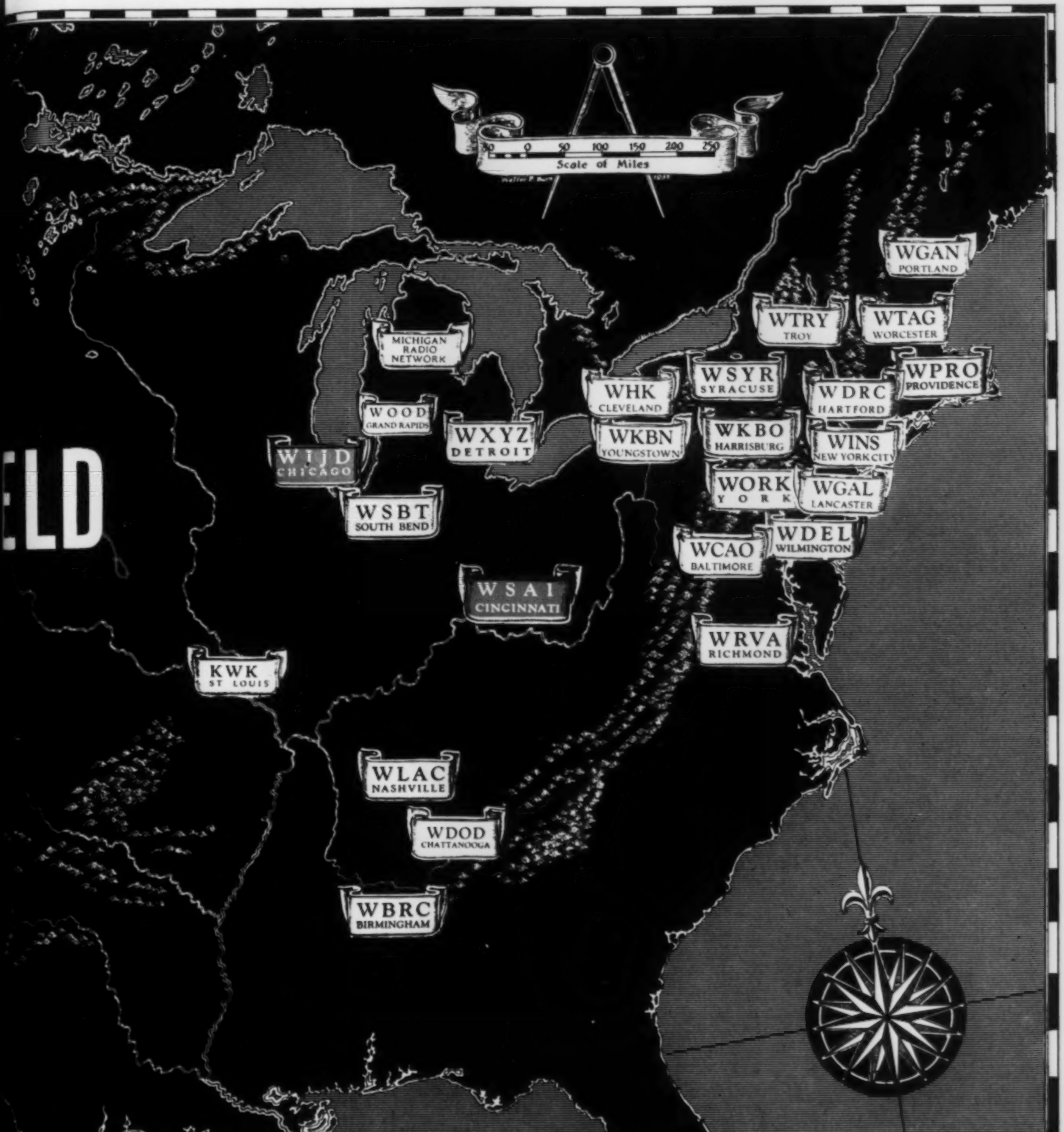
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Scale of Miles
MICHIGAN RADIO NETWORK
WOOD GRAND RAPIDS
WIJD CHICAGO
WXYZ DETROIT
WSBT SOUTH BEND
WSAI CINCINNATI
KWK ST LOUIS
WLAC NASHVILLE
WDOD CHATTANOOGA
WBRC BIRMINGHAM
WHK CLEVELAND
WKBN YOUNGSTOWN
WSYR SYRACUSE
WKBO HARRISBURG
WORK YORK
WCAO BALTIMORE
WRVA RICHMOND
WTRY TROY
WTAG WORCESTER
WGAN PORTLAND
WPRO PROVIDENCE
WDRC HARTFORD
WINS NEW YORK CITY
WGAL LANCASTER
WDEL WILMINGTON

Editorial

ABC of the BMB

ONE FURTHER step has been taken toward establishment of a system for uniform measurement of radio coverage. The Broadcast Measurement Bureau has passed the idea stage. It has money in the bank.

Thus approaches fruition the dream of hundreds of broadcasters that their medium possess facts and figures comparable to those provided by the Audit Bureau of Circulations to periodicals.

No one deludes himself, least of all those who have given their energies to formation of BMB, that the large job which lies ahead is an easy one. The BMB has $75,000, loaned to it by the NAB to sustain it through its formative year.

That amount looms large now as a reserve against the inevitable expenses of development, and broadcasters should find comfort in the fact that their Association was sound enough financially to launch the enterprise. But it is a drop in the bucket against the $1,000,000 which it is estimated will be required for each biennial study to establish exact indices to radio circulation.

Some broadcasters may balk at the bill they will have to pay, before they take time to reflect upon the benefits they will enjoy. Many balked, it will be recalled, at subscribing to the $125,000 fund which put over the Retail Promotion Plan. Yet careful surveys now show that the 323 stations participating in that enterprise have profited by increased revenue from department stores in a ratio of 26 to 1 against the contribution they made.

It should be remembered that the most responsible national advertising interests in the nation, the AAAA and the ANA, are joining with the NAB in sponsoring this enterprise. Certainly the enthusiasm of the broadcasters will be no less than theirs.

Beyond this practical and apparent factor, there is the notable move of the American Newspaper Publishers Assn. to increase the budget of its Bureau of Advertising to $1,000,000, the sum earmarked for research and retail promotion. It may be only a coincidence that the ANPA project comes on the heels of the remarkably successful results achieved by the NAB's Retail Promotion Plan.

There can be no doubt that the impact of advertising must have more critical definition in the world of the future. Publishers recognize it. Broadcasters must recognize it.

The first step—the BMB idea—was taken firmly and with enterprise. The second step—formulation and adoption of a plan—has had equally uniform support. Now comes the Seven League stride of making it work—obtaining the right executive direction and getting the funds. BMB becomes the individual broadcaster's problem and its success depends upon his energy and imagination and will. In the foreseeable future, one can envision the BMB shield displayed as the symbol guaranteeing authentic coverage data.

Couldn't Do Better

IF PRESIDENT ROOSEVELT had combed *Who's Who*, he couldn't have done better. That about epitomizes the reaction to the appointment of Paul A. Porter to membership on the FCC as the successor to Chairman James Lawrence Fly.

The sequel to the Porter nomination—designation of Commissioner E. K. Jett as interim chairman—also is more than favorably viewed. The two appointments, which came the same day, are pointed recognition of the importance with which the Administration regards broadcast services in these critical times and in the light of the unprecedented development ahead.

Thus Paul Porter and "Jack" Jett become pegged as the No. 1 and No. 2 man, respectively, on the FCC. If there were such a post, Mr. Jett, engineer and allocations expert, would be the vice-chairman.

Paul Porter, at 40, will be the youngest man ever to hold the chairmanship. But he is no novice in Government. Since he came to Washington in 1933 he has been in Government service all but about three years, and those three years were spent with CBS as its Washington counsel. At OPA, where he was deputy administrator for rent control, he distinguished himself when virtually all other units of that beleaguered war agency were under Congressional and public fire. He went to the Democratic committee as publicity director at the President's behest, and in typical Porter fashion did a thumping job of it.

There probably will be purely partisan repercussions but Mr. Porter's confirmation can be expected in due course.

The chairman-designate is a liberal. He has driving energy, plus a sparkling personality. Radical departures in current FCC policies are not to be expected. Those things that will be accomplished, will be done in good grace, without the rancor and bitterness of past episodes which have found licensees and the FCC at death grips.

It is because Mr. Porter knows radio at first hand, having toiled in the craft, that broadcasters generally applaud his appointment. Any one familiar with the vagaries of radio must appreciate practical operating problems. The FCC hasn't been overburdened with that sort of concept in the past.

Implementing this radio background is Mr. Porter's experience as a newspaper reporter and editor (having in mind the kinship of radio and the press), as an attorney, and as a Government administrator with a consistent record of achievement. He is personally acquainted with the Chief Executive, which means that when problems of extraordinary magnitude arise, they can be covered at first hand.

Mr. Porter is no crusader and doesn't regard himself as having a mission in life. He didn't seek the FCC post, having had numerous tempting offers to return to private life. Those who suspect that because of his engaging personality, he will be a push-over as a regulator, are in for an awakening. He gets along with people—almost everybody—but he gets things done.

New radio legislation is overdue. Even the most pessimistic predict it during the next Congress, or within a year or two. Paul Porter's faculty of getting along augurs for action. We look hopefully toward a joining of hands by Congress, the licensees and the FCC.

Our Respects To —

WILLIAM WALLACE ORR

WHEN Wally Orr wants to get something done—and there's plenty of it—he follows a formula. It's a simple formula: Man-to-man contact.

The formula works, and it works well. It has taken Wally to a vice-presidency at N. W. Ayer & Son in the main office at Philadelphia. His election was announced Tuesday.

Broadcasters, especially those in the Atlantic Refining Co. marketing area, are familiar with the Orr man-to-man formula. During a decade of Atlantic sports broadcasting over special hookups he has made it a point to meet personally and discuss problems with the executives of every station on the network.

That idea was put into operation early in Wally's business career. In 1929 he left a freelance promotional business in Detroit to join General Motors in charge of the publication contract department. There his personal contact formula was born and there it was developed with good results for both General Motors and Wallace Orr, for during an 18-month stretch he interviewed the newspaper publishers in every city of more than 100,000 in the nation, getting bulk space discounts.

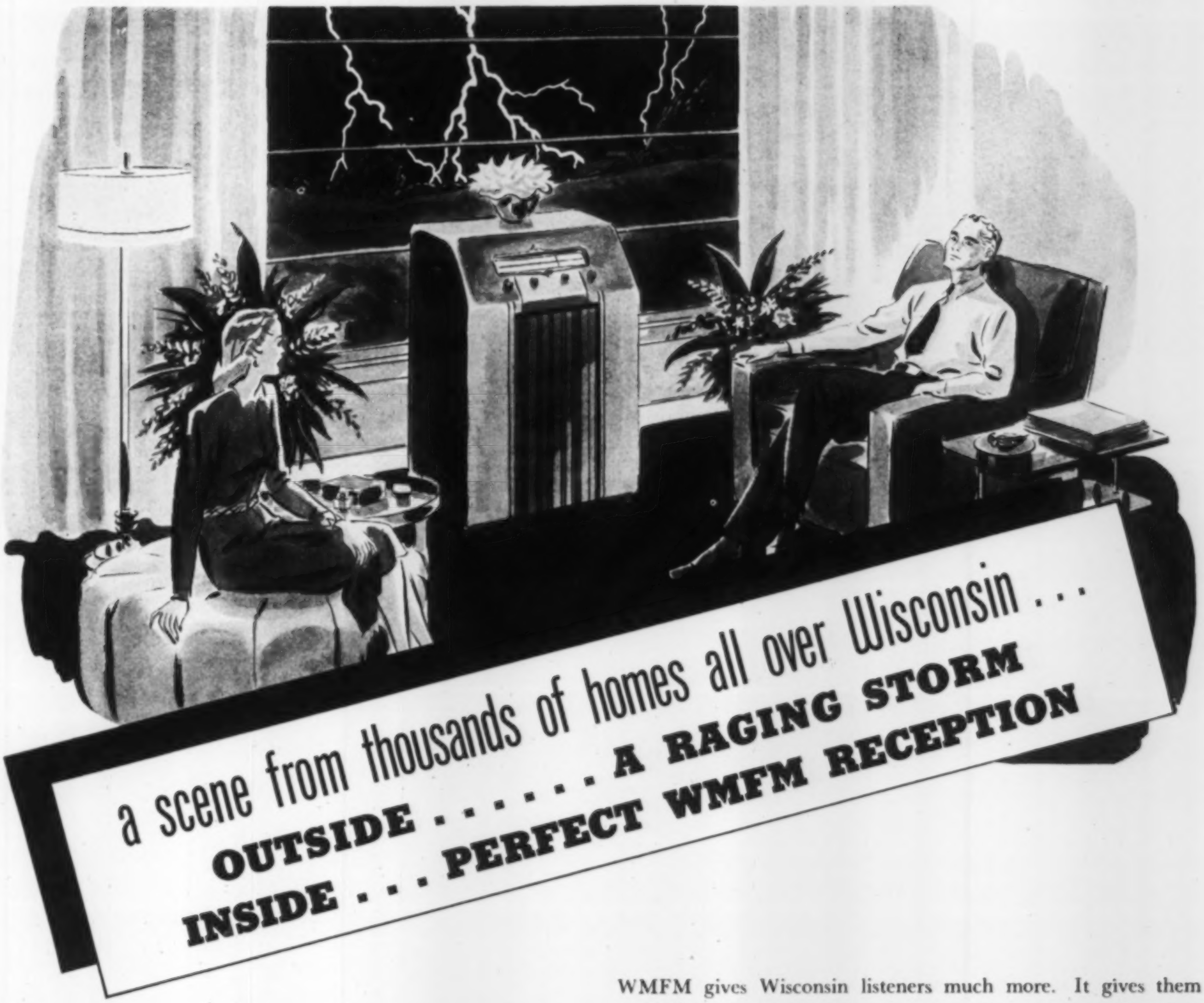
In the fall of 1930 Wally joined the Ayer business production department in the home office. In 1933 he was transferred to the special service department as assistant representative on the Atlantic Refining account. Three years later he was named account representative.

His outstanding work has been done in the field of sports broadcasting. In 1936 he set up the first Atlantic Refining sports broadcast, with local coverage of big league baseball on WIP. The same year he managed to break down the traditional resistance of the Big Three to football broadcasts by putting Yale on the Yankee network. Penn and Pitt followed and since that time Harvard-Princeton and the Naval Academy have joined the list.

Looking back over the Orr career, a number of other "firsts" point up the claim of his associates that he is a business pioneer. For example, he arranged the first commercially sponsored television broadcast of a sports program in 1940, putting Penn contests on the Philco station, WPTZ. Then he has lined up dozens of difficult hookups for Atlantic sports coverage, which includes professional, college and high school events.

These sports programs have been continued without interruption during the war years. Perhaps one reason for their success can be found in the fact that Wally is extremely fond

(*Continued on page 44*)


a scene from thousands of homes all over Wisconsin . . .
OUTSIDE . . . . . . A RAGING STORM
INSIDE . . . PERFECT WMFM RECEPTION

Thousands of Wisconsin families stay tuned to WMFM in all weather. Their appreciation of this pioneer station is even greater when natural or man-made static renders reception of AM unsatisfactory.

In calm weather, in violent weather, WMFM gives Wisconsin listeners crystal-clear, static-free, life-like reproduction.

WMFM gives Wisconsin listeners much more. It gives them a balanced schedule of distinctive, quality programs, keyed to their wants and needs.

To advertisers, WMFM gives a family of eager, receptive listeners . . . listeners intensely loyal to WMFM.

Plan now to include WMFM in your next schedules. Find the prestige-building, sales-stimulating value of WMFM.

WMFM

THE MILWAUKEE JOURNAL FM STATION

AMERICA'S MOST LISTENED TO NEWS REPORTER

FULTON LEWIS, Jr.

. . . Is Known By The Company He Keeps... Happy

Here's what some of his best friends (his sponsors) say about him . . .

DEPARTMENT STORE—". . . he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—". . . gives a fair and convincing analysis . . . his listeners are receptive to our sales story and . . . refer to his broadcasts."

SAVINGS AND LOAN CO.—". . . he is "tops" with all of us here . . ."

BAKERY—". . . our entire organization is highly pleased with the favorable results and reactions received from the trade and the public . . ."

RADIO MANUFACTURER—". . . Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds . . ."

BANKING CO.—". . . we feel that this portion of our advertising is dignified, beneficial . . ."

FULTON LEWIS, JR., is now heard on more than 210 Mutual stations with over 130 Sponsors. For sponsorship in your city call. wire or write...
WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Branham Co. Expanding Radio Staff, Adds Two

IN AN EXPANSION of the radio staff of the Branham Co., station representatives, Warren M. Morton, formerly of the Katz Agency and previously with the William J. Morton Co., New York, has joined the New York office. He will work with Joe Timlin, manager of the radio department.

Branham also announced appointment of George Harding to take charge of the radio department of the Dallas office for the southwest territory. Mr. Harding was formerly commercial manager of KWBU Corpus Christi, and for several years handled local sales for KRLD Dallas.

Beltz Now Captain

WILLIS H. BELTZ, former RCA Victor West Coast transmitter sales manager, has been promoted to a captaincy in the U. S. Naval Reserve. He remains in his same post as radio material officer for Philadelphia Navy Yard and the Fourth Naval District. Capt. Beltz was called to active duty in the Navy in July 1941 and until a few months ago was stationed at Bureau of Ships headquarters in Washington, in connection with radio materiel.

Capt. Beltz

NORMAN CORWIN, CBS New York writer-producer, has taken leave of absence for balance of current season to complete editing his new collection of radio plays, *Untitled and Other Plays*.

Our Respects to

(Continued from page 42)

of baseball, football and other sports. His interest in athletics extends to personal participation in golf and tennis, offset by the more quiet home hobbies of philately and gardening. And should you drop around the Orr home even in late December there will be a bouquet or two of roses from his plot of 125 bushes.

Wally was born in Detroit July 12, 1905 and he was educated in that city. His desire for a business career dominated his juvenile days and during summer vacations from school he held all sorts of jobs, including one at the Forest Lawn cemetery.

In 1934 Wally married Dorothy Cosgrove of Philadelphia. They have two children, Cynthia Jane, 5, and William Wallace Jr., born just six weeks ago. He is a member of the Racquet Club; sector chairman for the Sixth War Bond Drive; member of the Speakers Committee of the Committee for Economic Development; member of the Maxwell Memorial Club of Philadelphia; has assisted in publicizing via radio the blood donor center of the Red Cross.

His business has left him little time for pleasure travel, aside from a trip to Mexico. His idea of a vacation is a sojourn at Miami Beach or Sea Island, Ga.

Personal NOTES

BARRON HOWARD, business manager of WRVA Richmond, has been cited for meritorious service in connection with the 1944 National War Fund Campaign by **WINTHROP ALDRICH**, president of the Campaign. Mr. Howard was State Radio Director of the Virginia War Fund for the 1944 campaign.

EILEEN FALCONER, with the Cooperative Analysis of Broadcasting for the past four years, previously with the Assn. of National Advertisers, has been named head of the CAB's newly created member service department, which handles requests for ratings and special tabulations. **ELIZABETH SLOAN**, recently with Gibbs & Cox Inc., New York, has been added to the department.

GENE GRANT has resigned as Blue Hollywood account executive.

LEONARD TAYLOR, formerly of WIP and KYW Philadelphia, has joined the sales force of WHAT Philadelphia.

J. GORDON LLOYD, on military leave from the Blue network where he was an account executive for WJZ New York, has been promoted from a second to a first lieutenant. Lt. Lloyd is public relations officer for the Cleveland Area, Office Air Technical Service Command.

PATRICK J. STANTON, vice-president and general manager of WDAS Philadelphia is the father of a girl.

FRANK ROEHREN BECK, general manager of WHN New York, is in the hospital with a broken wrist and other injuries sustained in moving to a new home.

PATRICIA CHAPMAN, formerly with the information section of the American Red Cross, Washington headquarters, and before that with the Ambassador Hotel in Chicago, has joined FM Broadcasters Inc. as promotion director and assistant to **MYLES L. LOUCKS**, managing director.

JOHN JAY TORMEY, formerly on the sales staff of WABC New York, and **CHET YOUNG**, formerly of Press Assn., have joined the sales staff of WOR New York.

JOSEPH PORTER, on the WOR sales staff, has been shifted to concentrate on the New Jersey, eastern Pennsylvania and Maryland territory with headquarters in Newark. **EUGENE McCARTHY**, also of the sales staff, in addition to his New York assignments will travel in Connecticut, concentrating on New Haven, Bridgeport and Stamford.

HENRY B. LOCKWOOD has joined the WOR Recording Studios, New York, in charge of all business management of both the recording studio and the new feature records department. Mr. Lockwood was former assistant vice-president of the Manufacturers Trust Co., New York. **THOMAS M. KELLEHER**, manager of the studios, has taken on added duties as sales manager, a new post.

Campbell WGN V-P

CHESSER M. CAMPBELL, advertising manager of the *Chicago Tribune* and a member of the board of directors of Mutual, was elected vice-president of WGN Chicago, at a meeting Nov. 20 of the station's board of directors [BROADCASTING, Oct. 23]. Mr. Campbell assumes his duties as vice-president and operating head of WGN immediately. He succeeds the late W. F. Mcfarlane, business manager of the *Tribune* in the WGN position.

McCall Promoted

PROMOTION of Harvey McCall to sales manager of KYW Philadelphia in replacement for Jack deRussy who resigned to join NBC Spot Sales in New York, has been announced by Leslie W. Joy, general manager. Before coming to KYW in 1942, Mr. McCall was sales manager at KDKA Pittsburgh and a member of NBC Spot Sales in New York.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ
WASHINGTON
SPOKANE
LINCOLN
ADAMS
WHITMAN
GRANT
BENTON
WALLA WALLA
UMATILLA
UNION
WALLOWA
OREGON
IDAHO
CLEARWATER
SHOSHONE
MONT.
FERRY
BONNER
YAKIMA
KITTITAS
CHELAN
DOUGLAS

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Industries in the making. An Inland Empire Smelter converts raw ore into the zinc that feeds world industries. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, and magnesite comes from this area; and KHQ's Complete Coverage reaches even the most remote parts of it. It converts sales messages into sales at the cost of just one medium.

BEHIND the MIKE

IRVING G. ABELOFF, program service manager of WRVA Richmond and chairman of the camp liaison committee of the Richmond Chamber of Commerce Armed Services Committee, has been awarded the Certificate of Commendation by **BRIG. GEN. GEORGE A. HORKAN**, commander of Camp Lee, for meritorious service in the war effort.

CHARLIE HARRIS, former of WIRE Indianapolis, has joined the news staff of KFRC San Francisco.

FRANK ALLEN, formerly of KLZ Denver, has joined KPO-NBC San Francisco, as announcer.

MARTY LANGWEILER, assistant promotion manager of WFIL Philadelphia, and **SHIRLEY HEIMS** will be married January 7.

MURRAY BOGGS, formerly announcer of KVI Tacoma, Wash., has joined KIRO Seattle.

PAT McGEEHAN, Hollywood announcer, and **BERNICE HOLT**, radio actress, have announced their engagement, with marriage planned in early December.

ALMA GRAEF, former assistant eastern sales service supervisor for **MBS**, has been appointed eastern sales service supervisor in charge of contracts.

JANE TIFFANY WAGNER, NBC director of war activities for women since 1942, has been appointed director of home economics.

JOAN KAUFFMAN, formerly of Kastor Adv. Agency, has joined WIND Chicago as head of publicity, replacing **BOB HANSEN**, who has left for the West Coast.

LT. MICHAEL STOKEY, former NBC Hollywood announcer now with Army Air Forces, currently is stationed in Roswell, N.M. as B-17 instructor.

KATHERINE SIRE, music librarian of KECA Los Angeles and **TED BENTLEY**, announcer, were to be married Nov. 25.

ALLAN LISSER, m.c. on *Quiz of Two Cities* on two Don Lee Cal. station (KHJ KFRC), has been named assistant news editor of KFRC San Francisco. **CHARLES HARRIS**, formerly of WIRE Indianapolis, has been added to KFRC newsroom.

GLENN HARDY, newscaster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

ROBERT HANNA, former announcer of WKAT Miami Beach, Fla., has joined KGFJ Los Angeles.

WLIB News Section

WLIB New York is setting up a special news editing department and has appointed Fletcher Coates as acting news editor effective Nov. 27. Mr. Coates was formerly news editor of CHNS Halifax and worked on newspapers there. Dorothy Beckman has been named assistant program director. Formerly publicity director of WQXR New York, Miss Beckman has been with the radio bureau of the Office of War Information for the past two years, handling special events and writing *Answering You*, broadcast by BBC. The appointments are in line with a reorganization and expansion of personnel effected since Mrs. Dorothy M. Thackrey, *New York Post* publisher bought WLIB.

KAY W. RICHINS has been promoted to assistant program director of KDYL Salt Lake City.

HARLAN DUNNING, former program director of KSFO San Francisco, has joined NBC Hollywood as producer.

SID McSLOY, KGVO Missoula, Mont. announcer who has been ill for two months with osteomyelitis, is back at the microphone although he still will have to use crutches for a few weeks.

HELEN PARK, newspaper woman in Philadelphia and Chicago, has joined the publicity staff of WCAU Philadelphia as assistant to **BOB PRYOR**, special events and educational director.

TED DEVLIN, announcer and producer of CBR Vancouver, has resigned to join the staff of Moral Rearmament.

ELMER McLELLAN and **SHIRLEY COLLINS**, both members of the newsroom of CBR Vancouver, were married recently.

NORMAN FRANK MICKLEWRIGHT, of the CBK Watrous, Sask. program staff recently married **GEORGINA KATHLEEN MOYSE**. Both were former members at CKY Winnipeg.

JIM KINLOCH, formerly of Canadian Broadcasting Corp. newsroom in Toronto, Montreal, Winnipeg and Vancouver, has been appointed senior news editor of CBC Halifax.

HARVEY D. SANDERSON, publicity director and news editor who left WFBL Syracuse in March to join OWI Overseas Branch in New York, has arrived in London on an OWI assignment.

DOUGLAS DAVIES, production manager of WDOD Chattanooga, has accepted a similar position at WTCN Minneapolis-St. Paul.

CHARLES HOLDEN, laboratory assistant in CBS television engineering, has been named manager of studio operations of WCBW, CBS television station in New York. **FRED RICKEY**, former assistant director in the shortwave department, since last May on a special writing assignment for the Army Special Services, has joined the video station as a staff writer.

ROLAND TRENCHARD, program director of WAAT Newark is convalescing from a heart attack.

MARY MALONE, former NBC guide, has been assigned to the writing staff of the NBC script division.

ROBERT HIMLEY, radio editor of the Chicago *Daily News*, resigned last week to open his own radio repair shop in Chicago.

RUSSEL RYAN, WAAF Chicago announcer, has been promoted to chief announcer and production manager of the station.

Savage Promoted

ROBERT J. SAVAGE, formerly assistant director of merchandising at WLW Cincinnati, has been made director of sales promotion in a realignment of the staff of the Promotional Activities Dept. announced by Robert E. Dunville, Crosley vice-president and general manager of WLW. Earl Shumard, assistant editor of *Buy-Way*, the station's merchandising paper, becomes acting editor, with Madeline Kelly, a member of the promotional staff, assuming duties of writer. Richard Fanning, manager of the grocery division of the WLW Merchandising Dept., is elevated to the post of director of grocery trade relations. Wilda Whitescarver, who came to the station recently from KRNT-KSO Des Moines, will do writing for the Sales Promotion Dept.

WEEI Staff Changes

EXECUTIVE personnel of WEEI Boston has undergone changes following the recent appointment of Harold E. Fellows as manager of New England operations for CBS. John Murray, auditor, has been made assistant to the general manager; Fred Garrigus, director of religious, educational and war programs becomes assistant program director under Kingsley F. Horton; Ray Giradin becomes production manager on a full-time basis, assisting Mr. Horton with the program operation of the station; and Mrs. Helen Pine, assistant to Mr. Murray, becomes WEEI accountant.

GENE KRUPA

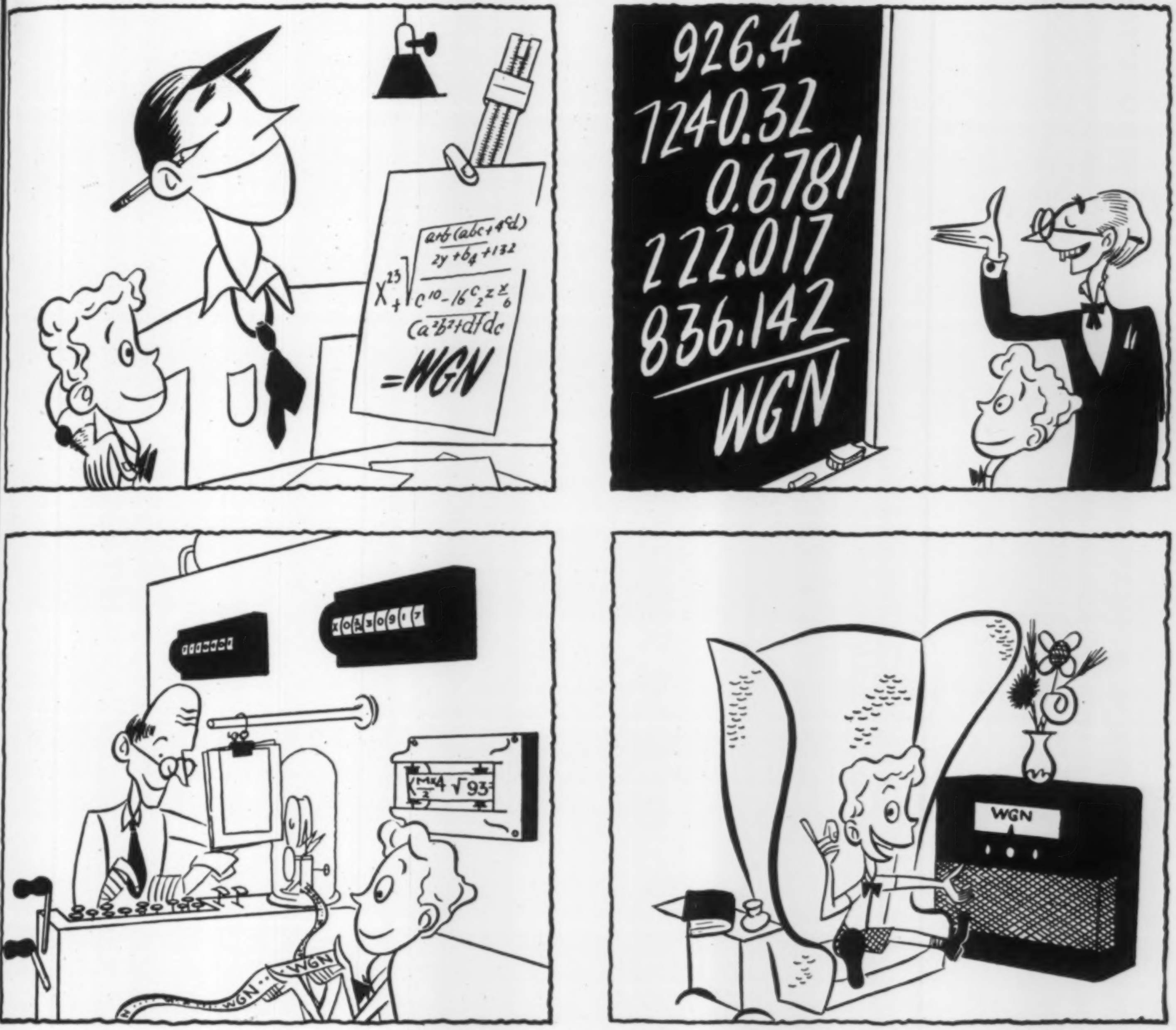
TWO IN LOVE	OK 6447
ROCKIN' CHAIR	OK 6306
GREEN EYES	OK 6222
DRUM BOOGIE	OK 6046
BALL OF FIRE	OK 6563
THE BIG DO	OK 6034
BLUES OF ISRAEL	Dec 18114

The "ace drummin' man" began his professional career in 1927. After appearing with Red Nichols, Irving Aaronson, Mal Hallet and Buddy Rogers, he joined Benny Goodman in 1935. In 1939, he formed his own orchestra. His drum solo work is heard on IDA, with the Goodman Trio; TUNIN' UP, KEEP 'EM FLYIN', and KICK IT are by his own group.

These are but seven of the forty eight BMI-licensed titles which Krupa has recorded.

BMI

NEW YORK CHICAGO HOLLYWOOD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WGN
WGN
WGN
WGN

Little Elmer says: "It doesn't take higher mathematics to tell why WGN leads all other major Chicago stations in volume of local and national spot business."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

CHICAGO'S ONLY 24 HOUR A DAY STATION

EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE -

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

EARL BALDWIN THOMAS, vice-president and New York manager of McKee & Albright, has joined Fuller & Smith & Ross, New York, as account executive.

MARY DWYER, former assistant timebuyer of Pedlar & Ryan, New York, this week joins Kenyon & Eckhardt, New York, as timebuyer, replacing Raymond Huhta, who joins Bermingham, Castleman & Pierce, New York, as a spacebuyer.

VIRGINIA BOANE, formerly in the media department of Compton Adv., New York, this week joins the radio-media staff of Pedlar & Ryan, New York.

LESTER L. WOLFF, radio director of the Winer Co., New York, on Nov. 16 began a series of lectures on radio advertising at the School of Commerce, New York U.

RICHARD H. ROFFMAN, former director of promotion, public relations and radio of Hillman Periodicals, New York, has joined David E. Green Assoc., New York, as account executive. He will also assume charge of the new business department.

J. WALTER GOLDSTEIN, publicity director of Stix, Baer & Fuller, St. Louis, will assume the vice-presidency of the Olian Adv. Co., St. Louis, on Jan. 1. James W. Blair, former art director of Stix, Baer & Fuller, has joined Olian as fashion art director.

F. W. PERCIVAL, former timebuyer of J. J. Gibbons Ltd., Toronto, and recently in munitions production work, has joined MacLaren Adv. Co., Toronto, to head research and marketing.

JAMES EDWIN CHAPMAN, former assistant advertising manager of Carson Pirie Scott & Co., Chicago, has joined Earle Ludgin Co., Chicago, as copy writer and contact man.

WILLIAM PERRY HART, one-time production manager of Sears Roebuck & Co., Los Angeles, has joined Pacific Coast Adv. Co., that city.

DISCUSSING sales technique and Energine plans for 1945 at a two-day meeting in New York is guest speaker I. H. Bander (center), vice-president and general manager of McKesson-Robbins, distributors of Energine. Others are (l to r): Robert T. Meyers, Energine account merchandiser for Young & Rubicam; J. N. Cooke Jr., vice-president of Cummer Co. division of Sterling Drug; O. J. Nickel, manager of sales of Cummer Co.; Don O'Brien, Young & Rubicam Energine account executive.

ARTHUR C. FARLOW, vice-president of J. Walter Thompson Co., has returned to the San Francisco office after serving almost three years in the Army.

CHARLES F. STEVENS, formerly on the public relations staff of U. S. Rubber Co., the General Motors Corp. and Campbell-Ewald Co., New York, has been appointed director of public relations for Raymond Spector Co., New York.

JOSEPH C. MEEHAN, former associate editor of *Distribution Newsletter*, The Magazines of Industry, New York, has joined the public relations staff of Geyer, Cornell & Newell, New York.

ALICE KING, former account executive of McCann-Erickson, Los Angeles, has joined O. K. Fagan Adv.

FC&B Promotes Four

ELECTED as vice-presidents of Foote, Cone & Belding are J. Hugh E. Davis, Pepsodent account executive; Harold H. Weber, research director; Leslie G. Moseley, Armour account executive;; all of the Chicago office, and Jack Smock, Union Oil account executive, Los Angeles office. Mr. Weber also will head research activities of the New York, Los Angeles, Hollywood and San Francisco offices.

Compton Names V-P's

LEWIS H. TITTERTON, radio director of Compton Adv., New York, has been appointed a vice-president. Formerly manager of scripts of the NBC program department, Mr. Titterton joined Compton as a radio director last February. Others also promoted to vice-presidency include Ted Patrick, director of copy and Muriel Haynes, head of radio copy.

Chicago P. A. System

STATE STREET COUNCIL, Chicago, city trade group, is sponsoring a mile-long sound system with 80 loudspeaker outlets to broadcast at least two hours a day news from the warfronts, the progress of the Sixth War Loan Drive and special events such as Community War Fund, Navy Pier Exhibit and Christmas carols.

It's Your Move
..and your best move for direct cut copies of your recordings is to
U. S. Recording Co.
✓ 24 HOUR DELIVERY
✓ AIR CHECK SERVICE
"as others hear it"
✓ COMPLETE FACILITIES
For full air check service, remote pick-ups, service on all recording problems.
write for details to
U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

CONSIDER *Ease of Maintenance*

WHEN YOU SELECT A NEW TRANSMITTER

Modern transmitters require little maintenance—but when they do, *ease* of maintenance is important.

In Westinghouse Transmitters all *units are easily accessible,* both for inspection and maintenance.

Complete protection to operators is assured by interlocks on doors to all compartments in which dangerous voltages are present. Controls are of the dead front type, instruments at ground potential for maximum safety.

Indicator lights flash circuit conditions to the operator in case of overload, making it easy to check up for the possible cause of the interruption.

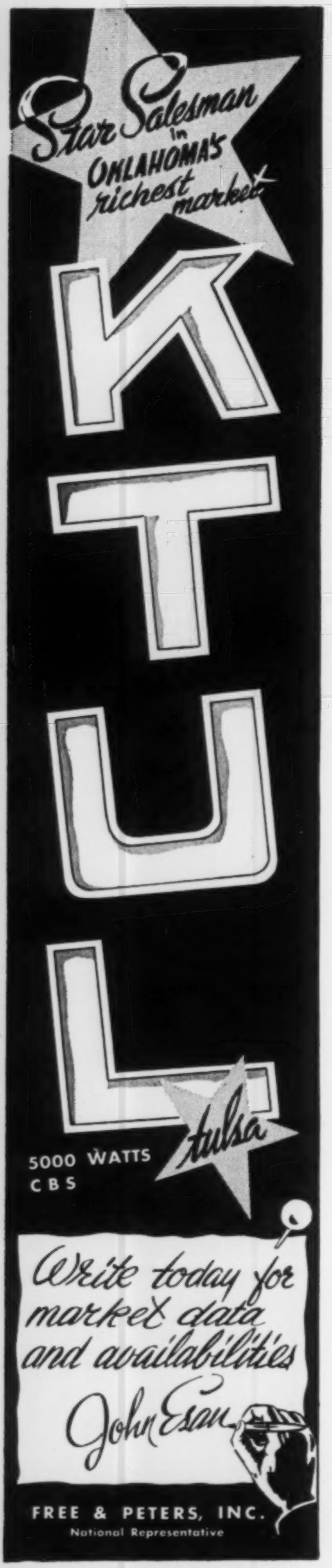
We will gladly furnish complete information on these and other advantages of the HG-5-KW and HG-50-KW Transmitters, such as: ***Low Operating Cost, High Fidelity Signals, Continuity of Operation, Simplicity of Control.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08078

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES... OFFICES EVERYWHERE



Star Salesman in OKLAHOMA'S richest market
KTUL
tulsa
5000 WATTS
CBS
Write today for market data and availabilities
John Esau
FREE & PETERS, INC.
National Representative

Radio Advertisers

FAWCETT PUBLICATIONS, New York, through L. E. McGivena & Co., New York, newly appointed agency for *True Story* and *Life Story* magazines, may use radio. McCann-Erickson, New York, has been named to handle advertising for all other Fawsett publications.

PRESTO Recording Corp., New York, manufacturers of sound recording equipment and discs, has named M. H. Hackett Co., New York, as agency.

LYNN A. SAYLOR, sales promotion manager of Certain-Teed Products Corp., Chicago, has also been named advertising manager.

SCHULZE & BURCH Biscuit Co., Chicago, began sponsorship Nov. 20 of six station break announcements weekly on WBBM Chicago. Contract for 26 weeks was placed through McJunkin Adv., Chicago.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), has started five weekly announcements on a number of Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

STANDARD BRANDS, Montreal (Fleischmann's yeast) has started thrice-daily announcements five days weekly on 46 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

DALE SANDERSON, former assistant advertising manager of Armour & Co., Chicago, has joined Oscar Mayer & Co., Chicago, as advertising manager.

AMERICAN BREWING Co., New Orleans, is sponsoring Washington correspondent Barnet Nover's syndicated series of Saturday *Washington Interviews* over WWL New Orleans at 10 p.m. Each broadcast highlights a national or international personality.

HOME ON THE RANGE

In Central California and Western Nevada, cattlemen, dairymen and farmers enjoy a prosperous life. And one of their most popular sources of entertainment and market information is The *Beeline*, which has a better audience in this *41 county area* than any other station or combination of stations.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

PAUL H. RAYMER CO.
National Representative

Hollander Spots

A. HOLLANDER & SONS, Newark, through the Grey Adv., New York, on Nov. 20 started a series of five-weekly participating programs for its rejuvenation and cleaning process of furs on 12 stations in the East and Midwest. Stations include WBBM WEAF WCAU WTOP WKBW KMBC KCMO WLW KDKA WCAE WJR WGAR. Other stations may be added.

VICTORY PACKING Co., Los Angeles (Meat-Y-Fresh dog food), on Nov. 18 started weekly quarter-hour *It's a Dog's Life* on KFI. Firm in addition is using participation four times per week in Peter de Lima's *Closeups* on KFI. Contracts are for 52 weeks. Bayard & Eccleston Adv., Los Angeles, has the account.

ANATOLE ROBINS, Hollywood (cosmetics), on Nov. 20 for 13 weeks started twice-weekly participation in Norma Young's *Happy Homes* on KHJ. Firm also uses weekly participation in *Make Believe Ballroom* on KFWB. Agency is Darwin H. Clark Adv., Los Angeles.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal. (employment), on Nov. 15 for seven weeks started sponsoring a six-weekly quarter-hour recorded musical program on KNX Hollywood. Similar schedules are sponsored on KFI KHJ KFWB. Agency is The Essig Co., Los Angeles.

CURTIS PUB. Co., Philadelphia (Satevepost) on Nov. 15 started participation six times per week in combined *Sunrise Salute* and *Housewives Protective League* on KNX Hollywood. Contracts are for 33 weeks. Agency is MacFarland, Aveyard & Co., Chicago. Southern California Telephone Co., Los Angeles, placing through The Mayers Co., in a three-week campaign to reduce unnecessary long distance telephoning during Christmas holiday season, starts on Dec. 11 using thrice-weekly participation on *Sunrise Salute*.

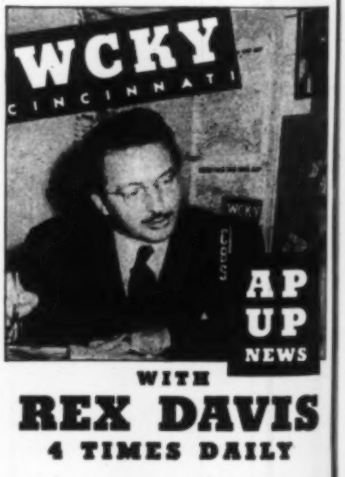
C. L. MILLER Co. has been appointed as agency for the Cooter Co., Chicago, distributor of grocery and household products in 35 states. Local radio and newspapers are being used.

HOWARD W. RAPPORT, former art director of the Celotex Corp., Chicago, has joined Butler Bros., Chicago, as creative advertising manager, succeeding Carl Hertzberg, now Armour contact for Foote, Cone & Belding, Chicago.

CONSOLIDATED BISCUIT Co., Louisville, on Dec. 1 renews 52-week contract for participation in *Sunrise Salute* and *Housewives Protective League* five weekly on WBBM Chicago. Agency is Ruthrauff & Ryan, Chicago.

MENASCO MFG. Co., Burbank, Cal. (plane equipment), in a 13-week campaign started Nov. 13 is sponsoring thrice-weekly five-minute participation in *Rise & Shine* on KHJ Hollywood. Agency is Smalley, Levitt & Smith, Los Angeles.

CRAWFORD CLOTHES, New York, has started a 52-week series of news programs on WPEN Philadelphia in the interests of its Philadelphia retail men's clothing store. Started November 13, schedule provides for five 5-minute newscasts daily and a 15-minute news show each day. Contract placed through Al Paul Lefton Agency, New York.



WITH
REX DAVIS
4 TIMES DAILY

what makes a . . .

EXCLUSIVE

KNIGHT ERRANT of the barnyard, the Rooster is EXCLUSIVE because of his courage, gallantry, endurance . . . and because of the sense of justice he asserts on occasion. Armed with fierce bill, sharp spurs, his comb for a helmet, he is jealous but chivalrous in the treatment and defense of his dependents. Born fighters, Roosters sometimes form fast friendships and obstinately decline combat with each other.

FIRST FM VOICE in the Kansas City Area . . . and its Only Prewar Spokesman . . . K-O-Z-Y is EXCLUSIVE because it continues to provide the proof of the pudding . . . "first-run features only" . . . that is, EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING! If You Want FIRST-FAMILY FM in Kansas City, KOZY's Got What It Takes Today and Tomorrow. Write for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

More

HEALTHFUL
Milk is known
as our most
nearly perfect
food.

More

HELPFUL
WHBQ is claimed
to be the most
nearly perfect
medium—delivering MORE people per dollar
(listeners divided
by rate) than any
other MEMPHIS
STATION.

Memphis is the South's largest producer of mixed feeds.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

THE *Business* OF BROADCASTING

G-W Sponsors 'Man Hunt'

MAXON Inc. have purchased the transcribed mystery program, *Manhunt*, for Griesedieck Western Brewery Co. on KXOK St. Louis. Frederick W. Ziv Co., which transcribes the program, is currently releasing a new series of 39 quarter-hour *Manhunt* discs, each a complete mystery story. Another transcribed series produced by Ziv, *Pleasure Parade*, has been scheduled on KPRC Houston and WHAS Louisville by Purity Bakeries Corp., through Campbell-Mithun Agency. *Parade* features Jimmy Wallington as m.c.

WPEN News Trade

TRADING time for space, WPEN Philadelphia will broadcast a new series of news programs Monday through Friday, 11:05 to 11:15 a.m. for the *Philadelphia Daily News* using Mabel Love, women's commentator.

WJW Party

FIRST ANNIVERSARY of WJW Cleveland was celebrated at a cocktail party for some 400 guests who have helped and watched the station grow during its first year. William O'Neil, president, received a gold desk clock from his staff.

CBC Booklet

FIRST ISSUE of the Canadian Broadcasting Corp. 16-page monthly staff publication *Radio* appeared Nov. 15 with feature articles on the CBC shortwave station at Sackville, N. B., to open soon; announcing style and French-language program. Editor is V. Frank Segee, Montreal.

Staff Society

CKWX Vancouver has formed a CKWX Employes Benevolent Society with an executive staff of seven members representing various departments. The society takes care of staff parties, gifts and presents, and all staff problems.

KOBH Remodels

KOBH Rapid City, S. D., is enlarging and remodeling its studios to accommodate increased power and network affiliation. Combination of modern and ancient Sioux Indian design will be used.

Premiere

ONLY broadcasting auditorium in the United States sponsored by civic leaders, encouraged and financed by WMT Cedar Rapids-Waterloo, Ia., the Radio Theatre of the Cedar Rapids Radio Council held its professional premiere before a specially-invited audience of 250. Guests included Dorothy Lewis, NAB coordinator of listener activities, and Frances Farmer Wilder, CBS daytime program consultant. Besides their own regular Saturday afternoon shows, the Council will make arrangements to broadcast WMT's most popular daytime live shows before a studio audience so that listener reaction and broadcasters' problems may be studied.

Nu-Maid Award

AWARD for superior sales performance, consisting of a large world globe and a cash prize, has been made by the Miami Margarine Co., to C. T. Holbrook, sales manager of Neuhoff Inc., Roanoke (Va.) distributor of Nu-Maid Margarine. Presentation took place in studios of WDBJ Roanoke which carries considerable advertising for Nu-Maid. Proud participant in the presentation was Ray P. Jordan, WDBJ manager.

WOLS Paper

WOLS Florence, S. C. now is issuing a monthly four-page house organ *WOLS Radio News* under the direction of Nat L. Royster, general manager. Chief Engineer Herman Hanks has completed installation of new ground wires for the station.

WKRC Contest

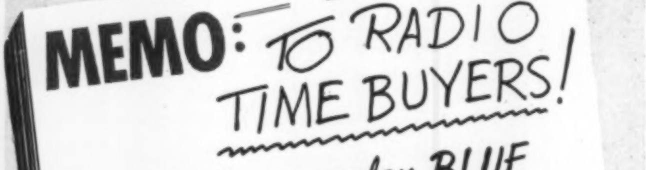
TELEPHONE number picked at random was used to select the winner of the $540 WKRC Cincinnati "Treasure Chest" contest, sponsored by the Janszen Co., independent grocery chain distributors of Dot Foods. Agency is Jesse M. Joseph Advertising.

Winnipeg Radio Club

WINNIPEG RADIO MEN have formed the Radio Broadcasters' Club of Winnipeg, and elected as president Dan Cameron, Canadian Broadcasting Corp. talks and education producer; Jack Wells of CKRC as vice-president; Will Carpenter of CKY as treasurer, and George Secord of CBC as secretary. James Finlay, CBC prairie regional representative. W. H. Backhouse, manager of CKY, and Gerry Gaetz, manager of CKRC, were elected honorary patrons. Other members of the club's executives are W. A. Duffield, CKY; Orrin Botsford, CKRC; Ron Morrier, CBC; Walter H. Randal, CKY; and Harold Hunter, CBC.

Canada Farm Session

FOURTH ANNUAL conference of farm broadcasters of the Canadian Broadcasting Corp., held at Toronto and Ottawa, considered problems relating to farm broadcast administration and policy. Sessions were held at Ottawa with the deputy minister of the Dept. of Agriculture. Those attending were Harry J. Boyle, CBC supervisor of farm broadcasts, Toronto; Fergus Mutrie and Ab Kemp, CBC Toronto; Tom Leach, CBR Vancouver; Ron Fraser, CBC Halifax; Peter Whittall, CBC Winnipeg; Jack McPherson, CBC Toronto; Lamont Tilden, CBC Montreal; Norman Creighton, CBC Halifax; and Orville Shugg, former CBC supervisor of farm broadcasts, Toronto.


MEMO: TO RADIO TIME BUYERS!
✓ WHDH has popular BLUE NETWORK programs
✓ WHDH has many fine local features
✓ WHDH has 5000 watts of power
✓ WHDH operates on 850 kilocycles
✓ WHDH RATES ARE RIGHT!
✓ WHDH is the SMART buy in BOSTON!

Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK *Plus* STATION
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

The CBS Station for a
million people in 22
counties of 3 states...
the heart of the
Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
CBS
Represented by Hollingbery

Paul Appleby New Director of KIRO

Assistant Budget Chief Elected Queen City Vice-President

PAUL A. APPLEBY, who concluded a 10-year Government career when he resigned last week as assistant director of the Bureau of the Budget, returns to private industry Dec. 4 as vice-president and general manager of the Queen City Broadcasting Co., operator of KIRO Seattle.

Mr. Appleby

Mr. Appleby, new to radio, will be a stockholder in the KIRO firm and a member of the board. His managerial functions will include direction of all Queen City Broadcasting Co. enterprises, including prosecution of an application for a new 1000 w station in Boise, Ida., now pending before the FCC.

Quilliam Leaving

H. J. (Tubby) Quilliam, general manager of KIRO, who recently purchased controlling interest in KTBI Tacoma, will leave his present position to devote full time to his new property. Mr. Appleby will manage KIRO until a successor to Mr. Quilliam is named.

Mr. Appleby, a newspaperman before he joined the Government in March 1933, was born in Greene County, Mo. Sept. 13, 1891. He won an A.B. degree at Grinnell College in 1913 and in 1942 was awarded an LL.D. by the same institution.

He published weekly newspapers in Montana, Minnesota and Iowa from 1914 to 1920. For the next four years, he was editor of the *Iowa Magazine*, published in Waterloo. From 1924 until 1928, he was an editorial writer for the *Des Moines Register & Tribune*. He published weekly newspapers in Virginia for the next five years.

Mr. Appleby served as executive assistant to the Secretary of Agriculture from 1933 to 1940. In 1941 and 1942 he was chief of food missions to Great Britain and chairman of the International Wheat Conference. He became chairman of the International Wheat Council in late 1942, serving in that capacity and as adviser to the Lend-Lease Administrator through 1943. He was a member of the American delegation to the United Nations Conference on Food and Agriculture in 1943, joining the Bureau of the Budget in 1944.

ESTABLISHMENT of Hollywood television workshop calls for shows every two weeks on Hollywood television stations (W6XYZ W6XAO), according to Affiliated Television Committee. Milton Merlin, of Screen Writers and Radio Writers Guilds, was appointed chairman.

Why all the KPO billboards and KPO ads and publicity... and special KPO announcements?

Because we're promoting NBC's Parade of Stars heard day and night over KPO

It's another way we're making ever larger *the greatest single listening audience in Northern California!*

Thus we bring you this KPO market at lower and lower cost per sale.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

NBC
THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Warner Cites Objections of Amateurs To Allocations Proposed by Panel 2

EDITOR BROADCASTING:

In your interesting report of the RTPB frequency recommendations at the conclusion of the FCC allocation hearings, you correctly show that the RTPB recommendations would displace the amateur 28-30 mc band to 27-29 mc and would halve our 56-60 mc band to 58-60 mc. You correctly report us as objecting to the first proposal but you don't say boo about our similar objection to the more important second item. What will your ham readers think of us? We do object to both proposals. In RTPB Panel 2 we filed a sort of minority report, which was read into the FCC record when RTPB reported. This stated that the League

* * * cannot regard as acceptable the proposals to displace the amateur band 28-30 mc and to cut in half the amateur band 56-60 mc. Both in data submitted to this panel and in testimony adduced before FCC during the present hearings, it has been pointed out that a very great increase in the number of amateur stations is to be expected after the war and that a minimum provision for them requires the maintenance of the existing widths of the amateur bands in this part of the spectrum.

The desirability of maintaining the harmonic relationship of the amateur bands as high as 60 mc has also been pointed out. While it is to be expected that the space between the amateur bands will now become occupied by other services, it is felt that there is no necessity for disturbing either the modest dimensions or the locations of these amateur bands, which were the first assignments in this part of the spectrum. Unlike most of the services represented in the panel, the amateur service has not asked for expansion of its existing bands, but instead has proposed merely that they be continued in their present dimensions.

It has not asked for more than it needed, and so it is not in position to yield up some of its requests and still retain all it really desires. On behalf of the amateur service the American Radio Relay League therefore dissents from the frequency recommendations of Panel 2 as they concern the two amateur bands in question and requests the FCC to maintain the existing amateur allocations at 28-30 mc and 56-60."

/s/ K. B. WARNER
Managing Secretary
American Radio Relay League

Nov. 20

Canada FM Tests

EXPERIMENTAL FM broadcasts are now on the air in Canada at Toronto and Montreal. In both cities Canadian Broadcasting Corp. has set up experimental transmitters. In Montreal tests have been made with 20 w transmitter on 48 mc from on top of Mount Royal overlooking the city. A station is to be built on top of Mount Royal, the Montreal Municipal Council has announced. In Toronto CFRB, only private station holding a broadcast FM license in Canada, has started experimental broadcasts with its full program schedule, using a 25 w transmitter on 43.4 mc, the transmitter being located at the station's studios in downtown Toronto. Some 60 applications for commercial broadcasting FM licenses have been made by private stations and other interests, the CBC recently stated. None have been licensed.

GERTRUDE BERG was feted in New York by her radio colleagues in honor of the 15th anniversary of *The Goldbergs* on Nov. 20. Mrs. Berg has written and played the leading feminine role in the program since its debut as an NBC sustainer Nov. 20, 1929. Program is now sponsored by Procter & Gamble Co., Cincinnati. Agency is Compton Adv., New York.

-and this, too!

Never let it be said that WMMN is giving advertisers one of America's Greatest Direct Response Audiences through the exclusive presentation of American Folk Music.

A reasonable balance of modern tunes to tickle young dancing pumps, the semi-classical and the works of the masters without a softening up treatment, all play their part. But woven throughout our entire operation is that personality-plus injection that compels a lot of folks to like us a lot.

That's why we produce a lot!

ASK A BLAIR MAN

Columbia Network

5,000 A FORT INDUSTRY STATION WATTS

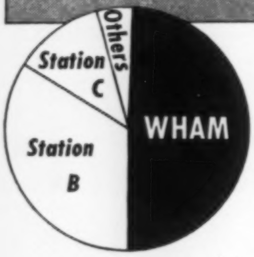
WMMN

FAIRMONT, W. VA.

WHAM

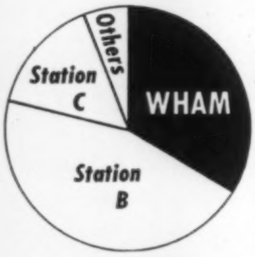
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.
THE RADIO AUDIENCE BY STATIONS
AUGUST 5—OCTOBER 27
TECHNIQUE TELEPHONE COINCIDENTAL



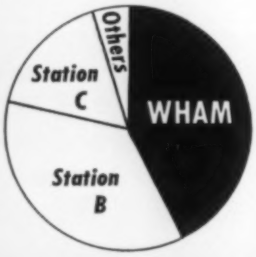
Morning
8:00 A.M.—12 NOON
MONDAY-FRIDAY

WHAM	49%
Station B	34.7%
Station C	11.7%
Others	4.6%



Afternoon
12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	32.8%
Station B	45.7%
Station C	15.7%
Others	5.8%



Evening
6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	42.7%
Station B	36.3%
Station C	16.5%
Others	4.5%

Plus Coverage of all of Western New York
50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

The OPEN DOOR

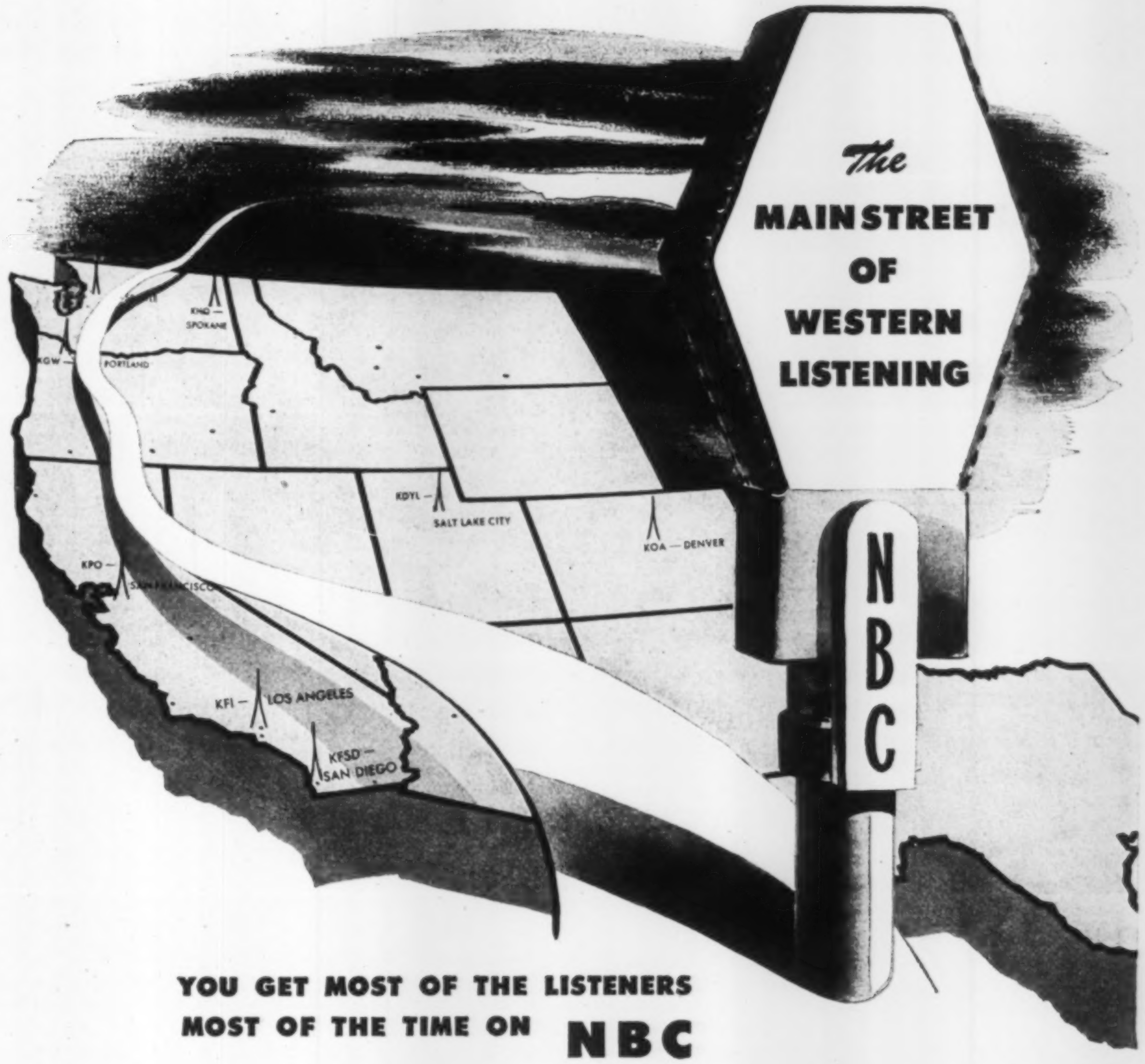
to the prosperous homes of the important

EL PASO
TEXAS
MARKET

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives


The
MAIN STREET
OF
WESTERN
LISTENING
NBC
KHQ — SPOKANE
KGW
PORTLAND
KDYL — SALT LAKE CITY
KOA — DENVER
KPO — SAN FRANCISCO
KFI — LOS ANGELES
KFSD — SAN DIEGO

YOU GET MOST OF THE LISTENERS MOST OF THE TIME ON NBC

Where do most town folks shop? On the main street, of course. And where do most western folks "shop" for their radio entertainment? On the *main street* of western listening . . . the NBC Western Division.

Just as the leading stores are located on Main street, so the outstanding radio programs are found on NBC. Summer and winter this Network has more top-ranking shows than any other, presenting for entertainment the best in variety, comedy, music, drama, news coverage, education... reason, indeed, that NBC has *most of the listeners most of the time* here in the West—just as it does in other parts of the nation.

The Western Division of NBC has helped widen this main street of western listening, contributing a long list of stellar programs which originate here in the West. Is it any wonder the NBC Western Division offers time buyers an advertising media that is hard to equal?

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Lever Bros. Celebrates First Video Anniversary With Three-Fold Program

FIRST anniversary of continuous weekly half-hour television shows by Lever Bros. on behalf of Spry, Rinso and Lifebuoy on the Dumont station WABD New York was held Nov. 22 with a threefold celebration. The anniversary program, marking the 53rd telecast included a special Thanksgiving program and television adaptation of Lever's CBS daytime radio series for Spry, *Aunt Jenny's Real Life Stories*. The first Lever Bros. show was presented Nov. 3, 1943, but the celebration was delayed because several programs were donated to the Sixth War Loan drive.

The soap and food firm has featured in the past year musical-variety shows with prominent entertainers and illustrated news talks with Samuel H. Cuff, WABD station manager and Patricia Murray, "Miss Television" of the New York World's Fair, as m.c. and announcer.

Television techniques for presenting the commercials were devised by Lee Cooley, television director of Ruthrauff & Ryan, New York. In many cases regular radio commercials were adapted for television presentation. Turntables to give motion to static objects also have been used from time to time for effective commercial presentations.

Stream-of-consciousness commercials are frequently used by superimposing film shots. In the case of Lifebuoy commercials, the thoughts of a person having B.O. are represented by a superimposed miniature film shot of the person being berated for not using the soap. At one time, pieces of clothing were pulled out of a large wooden dummy box of Rinso as Miss Murray explained how clothes can be washed clean with soap powder. Commercials for Spry usually employ kitchen demonstrations showing how the shortening can be used for cooking.

Mr. Cooley said commercial technique as used in radio can be adapted successfully for television but it will be difficult to determine its effectiveness until there is a national television market. He felt that better television programming depends to a great extent on improved studio facilities.

Canada Data Extended

EXTENSION of the continuing study of radio audiences to include both special analysis of network audiences and the territory of Newfoundland, has been announced by Elliott-Haynes, Toronto and Montreal research firm. The continuing study of radio audiences by Elliott-Haynes now covers four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver. This is to be enlarged shortly to cover a total of 15 Canadian cities from the Atlantic to the Pacific coasts, and is later to be extended to give the same analysis for rural areas. The complete list of the additional 11 Canadian cities is not yet available.

Now Maj. Sherman

JOHN D. SHERMAN, on leave as chief engineer of WTCN St. Paul and as technical adviser of North Central Broadcasting System, has been promoted to a majority in the Army Air Forces. He is attached to headquarters in Washington as communications officer of the Emergency Rescue Branch. Maj. and Mrs. Sherman became the parents of their fourth son in September.

BAND FOR VETERANS

Hooper Requests Allocation For Returning Experts

AS A MEANS of exploring the radio spectrum above 10,000 mc and of making use of the vast technical experience thousands of war veterans have gained in the service, Rear Adm. Stanford C. Hooper, USN (Ret.), former Chief of Naval Communications and pioneer communications engineer, has suggested that the FCC allocate a band 2,000 mc wide to be known as "World War II Veterans Amateur Mobile Service Band".

Adm. Hooper

Under Adm. Hooper's plan the veterans' band would be for use in private automobiles in "any way they wish", with one provision "that there be designated a few calling channels within this band and it be, for a while, only licensed" for World War II veterans.

"Thousands of experts in radio will be returning as veterans of this war, full of experience in new ways of using radio in crowded areas in the services, and full of ideas and ambition, as to the parts they may play in the future in the application of new electronics services for the advantage of the public," said Adm. Hooper. "It would be a gracious thing to give them special consideration in the ether, for a short period, especially where there is no demand for channels, and the public would profit from the developments which are certain to result."

Philippines Link

COMMERCIAL radio service between the Philippines and the United States was reestablished Nov. 14 with opening of a Press Wireless circuit direct from the island to Los Angeles, the first commercial communications link to be put in operation since the Japanese invasion. The first dispatch was a news message for United Press. The new Pacific link will be available to the press and networks for news and radiophoto material. It was made possible by action of the FCC, Joint Chiefs of Staff and Board of War Communications.

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

CBS

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

WLAW
LAWRENCE, MASS.
5000 WATTS-680 KC

COLUMBIA AFFILIATE

SERVING NEW ENGLAND'S
3RD LARGEST
CONCENTRATED
RADIO AUDIENCE

Serving an Area
of
152 Cities and
Towns

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

NBC
AFFILIATED STATION

RICHMOND, VA.

WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

5000 WATTS

FEDERAL
Knows FM

You have to *know* to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists *know* FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.

FEDERAL TELEPHONE & RADIO FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000	Jewish speaking persons
1,523,000	Italian speaking persons
1,235,000	German speaking persons
660,000	Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FAUST CRITICIZES SPORTSCAST

Announcer's Feigned Excitement Causes Hearing Difficulty Says Letter from South Pacific

EDITOR, BROADCASTING:

Comdr. Faust

Several of us sitting out in the South Pacific this afternoon listening to the G. Lakes-Ohio State U. battle were very grateful to "radio" for bringing us the game, with its touch of home—and very unhappy about our complete inability to hear what the hell went on during the exciting periods of the game. The very able announcer got so excited during the "good spots" that his voice went into an un-understandable jumble of syllables.

The announcer is too good to be doing this by accident, I would think. It must be that he believes this is good for audience reaction. I can't remember what my own thoughts were at home under similar circumstances, nor can the other men sitting here. But we are thoroughly disturbed by the inaudibility today. It isn't reception—we've got an excellent signal. It's the speech of the announcer—his excitement. One listener said: "What's he, an amateur?" Those of us who knew replied: "Hell, no. He's the best-known football announcer on NBC." Came back the comment: "He must be kidding us or himself, and I think he's kidding himself."

Just forwarding this for information. We're getting the score and the gist of the game, even if excited-speech cut us out of the details of the hot spots. I think, from observing "listeners" out here, that they like, and have been trained to prefer, straightforward, audible, unbiased reporting—on sports, news, etc. That's something I'm going to keep in mind when I get back in radio—and that might be worthwhile thinking about even now.

HOLMAN FAUST,
Lt. Comdr., USNR.

Editor's Note—Lt. Comdr. Faust is vice-president of Mitchell-Faust Advertising Co., on leave to the Navy. Before leaving for the South Pacific, where he is serving as commander of the Welfare & Recreation Squadron, Comdr Faust was radio officer of the 9th Naval District in Chicago.

It may have escaped Comdr. Faust that the broadcaster's play-by-play lost its clarity in the shortwave transmission from the mainland. Newsmen assigned overseas whose voices must carry over the rippling lanes of high frequency transmission before received, slow down their normal speaking pace to attain clarity. Shortwave transmission cuts off highs and lows in the voice register, and the monotone that results can easily become a mumble if the tempo is too rapid. There's an idea here, however. Men selected to entertain our fighting forces at the war fronts should decelerate a mite at no cost to the home audience. The boys over there would appreciate it.

HARRY WISMER, Blue Network, receives the *Sporting News* award for the second successive year, as outstanding sports announcer, in a special broadcast on the Blue. Group around the trophy are (l to r) Arthur Flynn, New York representative of *Sporting News;* Edward J. Noble, chairman of the Blue; Mr. Wismer, and Mark Woods, president of the Blue.

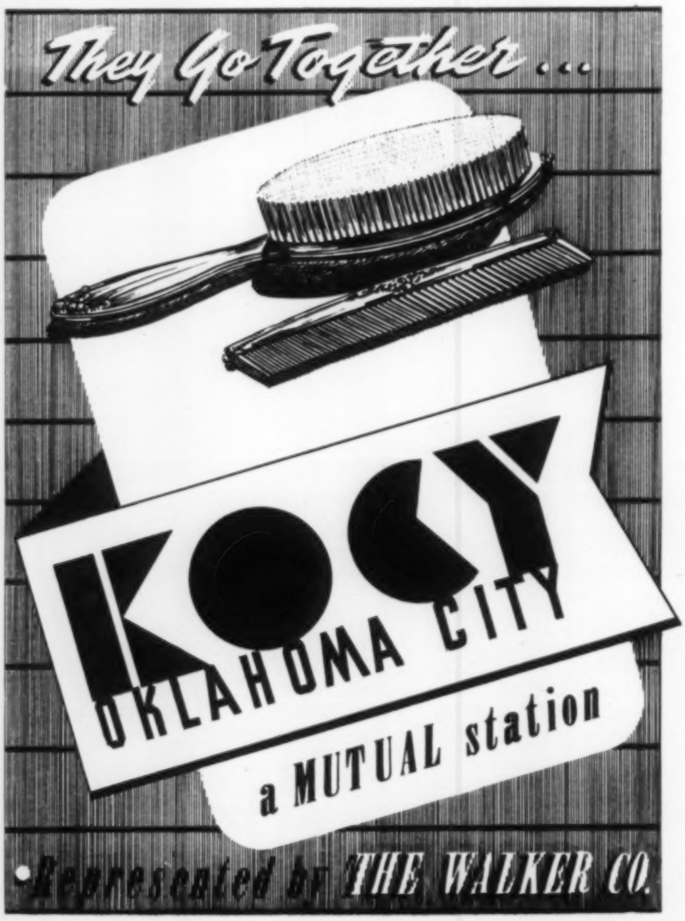
CINE STUDIO PLANS VIDEO SYNDICATION

ESTABLISHMENT of Cine-Television Studios to service the industry with commercial motion pictures and television films, operating in conjunction with a distribution division, Motion Pictures Networks, has been announced by Fred H. Fidler, managing partner.

With general offices at 100 East 42d St., New York, and television laboratories in the Grand Central Terminal Bldg., Cine-Television is to function as consultant and production supervisor in filmed television programming and sponsored films, with production for national syndication as its eventual goal.

Mr. Fidler resigned from J. Walter Thompson Co. last June. With him in the production end of the new organization are: Yasha Frank and James Leaman, both formerly with CBS and Rose Gray, who has done producing and casting in music and radio. Writing will be headed by Rohama Lee, writer for the screen, press and television.

The sales staff associated with MPN includes "Reg" Rollinson, as sales manager, formerly with John A. Cairns Co.; William B. Ogden, as salesman, formerly with WMCA WNEW and NBC; Doris LeRoy, head of distribution development, formerly on the film staff of the Coordinator of Inter-American Affairs; and Roberta Dufton, research sales service and office manager, for 11 years associated in research with Miller McClintock.



WSLI
JACKSON
MISSISSIPPI

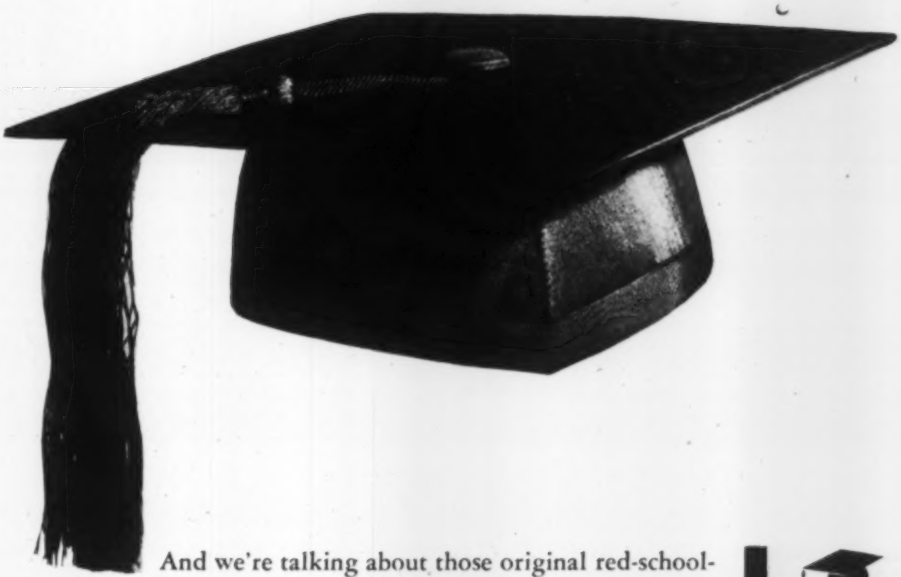
JACKSON—FOR 1945

Jackson, center of business, industrial and agricultural activities in Mississippi, is one market the alert seller is including in his 1945 and post-war plans. The outlook is bright here in the center of the deep south. WSLI offers you effective coverage of Jackson—the "double-return" market—at less cost. Include WSLI on your '45 schedules!

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

We Spell Radio with Three R's



And we're talking about those original red-schoolhouse R's . . . about the practical use of radio as an *instructive* medium . . . about bringing the classroom as well as the concert hall into the home. ¶ We at WMCA believe that it is an essential function of radio to bring listeners of every age programs that are frankly and avowedly educational. We believe that education can be fused with entertainment and we present herewith several pioneering efforts in this field. ¶ Radio must increasingly bring new intellectual vistas to its listening audience . . . guiding . . . instructing . . . inspiring young and old. These educational programs are some of the many reasons why more people around New York are listening ever more attentively to WMCA—*"America's Leading Independent Station"*.

LET'S LISTEN TO A STORY

Warm and intimate children's story-telling hour with narrations of the most popular juvenile tales. 9:00 a.m. Sundays.

ADVENTURES INTO THE MIND

First in a series of complete radio education courses. Actual psychology seminar conducted by Dr. Carroll C. Pratt of Rutgers University. 10:00 p.m. Thursdays.

INQUIRING PARENT

Practical advice by Dr. Ernest G. Osborne of Columbia University to help solve daily problems arising in handling children. 12:45 p.m. Sundays.

MUSIC LAND

Unusual recorded periods of songs, melodies and musical novelties specially styled for a youngster's ear. 8:35 a.m. Sundays.

QUIZDOM CLASS

A $1000 cash scholarship for college education awarded twice a year in finals of a weekly quiz contest among local high school students. 9:30 p.m. Fridays.

LABOR ARBITRATION

High school and college groups see collective bargaining in action, witness broadcasts of actual labor arbitrations conducted by Samuel R. Zack. 9:00 p.m. Sundays.

Represented by Weed & Company

wmca
NEW YORK

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923......

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Service Group Formed For Talent and Sponsors

OFFERING radio and television talent a business service and to broadcasters and agencies various programming and production services, Radio and Television Service Co., to be known as Ray-Tele has been formed by Allen Kaye-Martin, with headquarters at 604 Fifth Ave., New York and offices in Chicago.

Mr. Kaye-Martin is producer and manager of Ida Bailey Allen's *The World Homemakers*, participation program on WGN Chicago, one of a group of homemakers shows offered whereby advertisers may participate in programs broadcast locally on stations in 40 major markets with uniform script and merchandising.

Other Ray-Tele activities include live and transcribed programs for local airing, tailor-made network package shows, a sound library, recording and cataloging the voices of talent for reference by producers and directors, telephone service, hospitalization plan, lectures, and gold mike awards—two annual cash prizes for the best program ideas. Hill Adv., New York, will promote the company.

Christmas Eve Special

RUST CRAFT PUBLISHERS Co., Boston, makers of Christmas cards, will sponsor the Sunday 5-5:30 p.m. period on over 200 MBS stations on Christmas Eve only, presenting Dicken's "Christmas Carol". Agency is H. B. Humphrey Co., Boston.

Chappell to Canada

Dr. Chappell

DR. MATTHEW N. CHAPPELL, New York researcher and psychological consultant of C. E. Hooper, has joined Elliott-Haynes, Toronto research firm, as vice-president in charge of technical operations. Dr. Chappell will leave his New York business and move to Canada but will keep in touch with United States operations through a New York office to be opened by Elliott-Haynes, at 51 East 42d St. Dr. Chappell has spent considerable time in Canada since early this year when he was a guest speaker at the annual convention of the Canadian Assn. of Broadcasters at Quebec.

WLB Approves Wage Hike

APPROVAL BY the War Labor Board of wage and rate-range increases for technicians of KYW Philadelphia was granted after negotiations between American Communications Assn., (CIO) and station management, Richard E. Shipp, union secretary, announced. The rate-range increases the minimum from $43.50 to $47.50, and periodic increases were raised from $1.50 to $2.00 every six months.

FRANK M. SCHMITT, formerly with tube and equipment advertising activities of the Radio Corp. of Amerca, RCA Victor Division, has joined the Freed Radio Corp., New York, as advertising and sales promotion manager.

in the CONTROL ROOM

DONALD SHATTUCK has been named manager of the contract receiver section, specialty division of electronics department of General Electric Co. **J. E. NELSON** has been named sales manager of industrial tubes.

HAROLD BECKHOLT, chief engineer of WSPA Spartanburg, S. C., is the father of a girl.

BETTY CALDWELL, formerly of WCOA Pensacola, has been added to the WSPA Spartanburg, S. C. transmitter staff.

GEORGE PEARCE, engineer of WPEN Philadelphia, on Nov. 18 married **CLAIRE RENO.**

LOUIS KIRKPATRICK, on the control staff of KTBC Austin, Tex., is the father of a boy.

FRANK O. ZIMMERMAN, formerly with Westinghouse Electric Elevator Co., has been appointed assistant manager of the Chicago sales branch of Federal Telephone & Radio Corp.

JOHN E. ROGERS, former sales manager of 24 midwestern states for Galvin Mfg. Co., Chicago, has been appointed director of radio sales for General Television & Radio Corp., Chicago.

LT. LEE W. ELLIOTT, former control room operator at WHA Madison, is now serving as a signal officer with an Army liaison team in Western Yunnan, China.

GEORGE W. CROWELL has been named Chicago sales representative of the radio division of the Stromberg-Carlson Co. He will contact dealers for the "after victory" line of Stromberg-Carlson radio, FM and television receivers.

NATE HAST, founder of General Television & Radio Corp., Chicago, has joined Lear Inc., Chicago, as merchandising manager for home radio sets.

DAVE TASKER, sound effects operator of CBC Winnipeg studios, recently married **NELL ITTERMAN** at Winnipeg.

CHARLES FRITZ, formerly of WFIL Philadelphia, joins the engineering staff of WPEN Philadelphia, replacing **WILLIAM LUDES**, who left to enter the armed forces.

FRANK GOODSON, former technician with Radio Central, Los Angeles, has joined KPAS Pasadena, Cal., engineering staff. **LLOYD JONES**, formerly of KPRO Riverside, Cal., has taken his place.

WALLY WHITMAN, chief engineer of WTRY Troy, N. Y., is the father of a boy.

L. M. LEEDS, former electronics consulting engineer at General Electric Co., has been named manager of the GE electronics labs, replacing **W. C. WHITE**, who has been appointed electronics engineer of the GE research laboratory.

WALTER SCHWALM, engineer with Zenith Radio Corp., Chicago, for six years, will head a division concentrating on the development of ultra-high frequencies. **STANLEY JONES**, engineer who has been with Zenith for three years, will be in charge of the engineering department's special products division.

MORE COMMERCIAL NETWORK TIME than any other Dayton Station

. . . and we've got the figures to PROVE it.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS

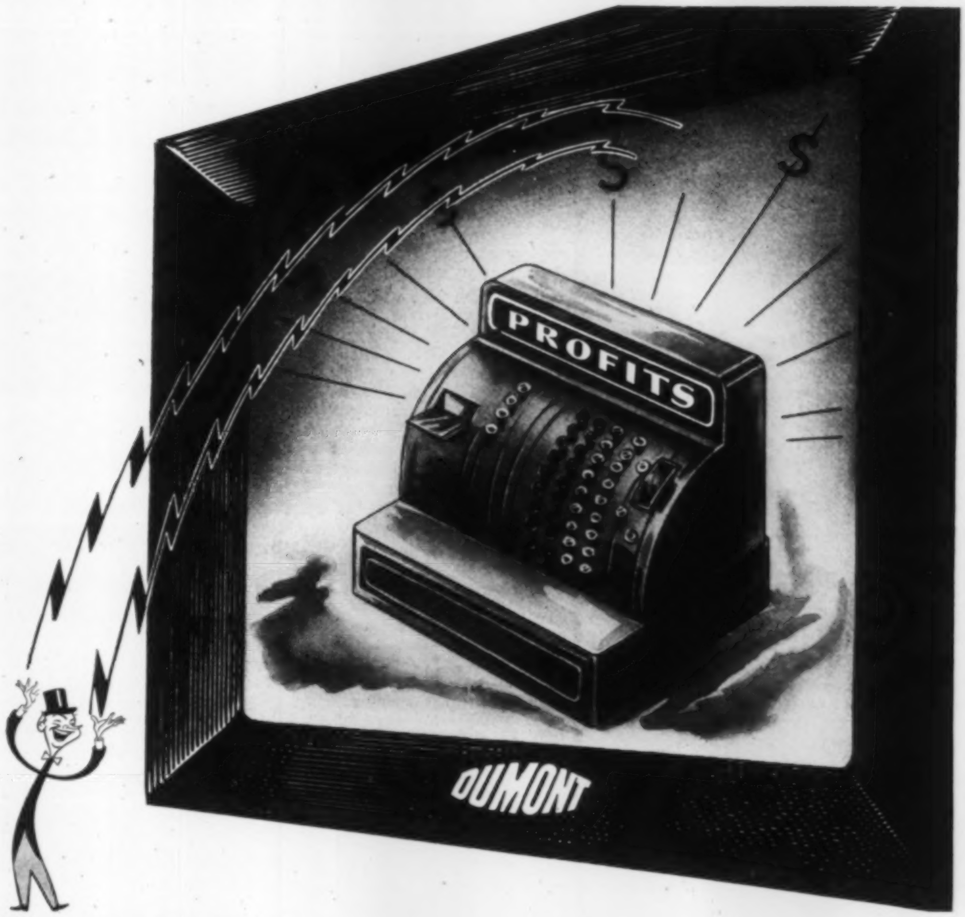
G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

"Little Chief" says:-
WANT MORE IDAHO WAMPUM?

KSEI

POCATELLO · IDAHO



PROFITS *Lie Where the Public's Heart Is*

War, Love and Television share top honors in the talk of today. And you have the assurance of DuMont—acknowledged leader in Television—that public expectations will not be disappointed. A vast improvement over present-day video telecasting and reception waits only on the release of materials. DuMont's own contributions to this advancement are both fascinating and tremendously impressive!

War halted Television expansion but not DuMont research. Just as DuMont's refinement and mass production of the cathode-ray tube (the heart of a Television set) made Television commercially possible... so has the groundwork for early postwar profits in this great new industry been laid by DuMont pioneering in *low-cost* station construction and operation.

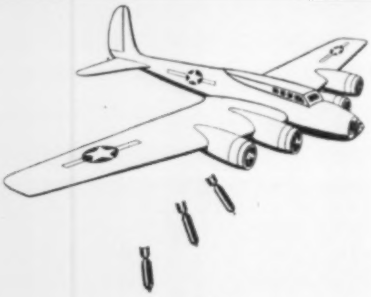
DuMont designed and custom-built 3 of the 9 Television stations providing service today. At Station WABD, New York, DuMont has kept "live talent" shows on the air steadily since 1940. DuMont collaboration with national advertisers has developed interesting and unusual commercial techniques. A complete pattern has been set for profitable station design and management... a pattern that is available to prospective station owners. NOW... is the "ground floor" era of this great new mass sales medium!

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



. . . where

PRECISION

COUNTS!

Yes, precision really plays a most important role in a bombing mission, just as it does in spot radio advertising. WBIR gives precision coverage in a concentrated market. You can't miss!

75%

of the radio homes in nine counties surrounding Knoxville are within WBIR's primary coverage. These homes represent almost 90% of the buying power.

A "SUPER" FROM MR. HOOPER!

	WBIR	"B"	"C"
8-12 A.M.	38.4	44.8	16.6
12- 6 P.M.	29.2	43.7	27.0

C. E. HOOPER—Total calls 38,247
Oct. 1943 thru Feb. 1944

WBIR

A NUNN STATION
KNOXVILLE, TENN.
JOHN P. HART, Manager
BLUE MUTUAL

The Nunn Stations

WBIR, Knoxville, Tenn.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Huntington, W. Va.
KFDA, Amarillo, Texas

REPRESENTED BY THE JOHN E. PEARSON CO.

Newspaper Issue Lurks In Klamath Falls Grant

THAT THE ghost of the newspaper ownership issue still lurks about the FCC was indicated last week when the Commission by a split vote granted the application of the Herald Publishing Co. for a new 250 w fulltime station in Klamath Falls, Ore., to operate on 1450 kc. Commissioners Walker and Durr dissented. The other three sitting members—Chairman Jett and Commissioners Case and Wakefield—voted affirmatively.

The Herald Co. publishes the *Evening Herald* and the *News*, the only newspapers in Klamath Falls. There is another station, however, KFJI. Presumably the minority felt the operation of a station by the publishers of the only newspapers in the community would be contrary to public interest. Majority owners of the newspapers are Frank Jenkins and E. R. Gilstrap, each owning 46%.

There also has been pending an application for a new station filed four years ago by Dorman Schaeffer, withdrawn because of the equipment freeze but recently reinstated. The petition to reinstate, however, has not been completed. The Schaeffer application is for assignment on 1400 kc, the facility originally requested by the Herald Publishing Co., which subsequently modified its application.

COOPERATIVE Analysis of Broadcasting has released names of 81 cities on which it will publish six reports a year.

MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns the likes of Incline (Ky.). But it's a *glide* in the Louisville Trading Area, where you have 57.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that *completely* covers the Louisville Area *at low cost!* . . . That's why more and more smart advertisers are concentrating on Louisville, with WAVE. Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives

WTAD Is Acquired By Lee Syndicate

Approval Is Given by FCC To Sale of Quincy Outlet

ACQUISITION of WTAD Quincy, Ill., by Lee Broadcasting Inc., affiliated with the ownership of KGLO Mason City, Ia., and KHMO Hannibal, Mo., and the Lee Newspaper Syndicate, for $487,500, was approved by the FCC last week by a 5-2 vote. At its meeting the week before, the FCC, by a 3-2 vote, had reset the application for hearing. The seller was W. Emery Lancaster, broadcaster and attorney.

The meeting at which the new hearing had been scheduled was the last presided over by Chairman Fly prior to his retirement Nov. 15 who, along with Commissioners Durr and Walker, voted against approval. Commissioners Jett and Wakefield had voted for and Commissioner Case was absent. Overlap of WTAD with the Hannibal station, it was understood, then motivated the majority in resetting the application for hearing.

At the meeting last Tuesday, Mr. Jett, interim chairman, and Commissioners Case and Wakefield, voted in favor of the transfer while Commissioners Walker and Durr disapproved.

While the gross price was $487,500, the net figure was understood to be approximately $100,000 less, taking into account cash surplus available for distribution to purchasers of the stock of Illinois Broadcasting Corp., licensee. WTAD operates on 930 kc with 1,000 w and is a CBS outlet.

The new licensee of WTAD, Lee Broadcasting Inc., is a newly formed Illinois corporation in which majority stock is owned by Lee Radio Inc., operator of KGLO. Minority stockholders of Lee Broadcasting are Lee P. Loomis, president and a principal stockholder of Lee Radio and directing head of KGLO, and Clifford Yewdall, New York certified public accountant.

PROCTER & GAMBLE, Cincinnati, has bought title and rights to *Road of Life* [10-10:15 a.m. (CWT) daily on NBC] from Carl Wester and Irna Phillips for $75,000, effective Jan. 1. Agency is Compton Adv., New York.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

Gates Brings You New Turntable Improvements that assure Noiseless Positive Operation

THE GATES CB-7
Transcription
Turntable

Engineered for Exceptional Performance
Designed for those who Demand the Best

Developed after months of experimentation with various synthetic rubbers that are imperious to oil and temperature, to provide an inside rim drive that is positive and "wow" free. The result is an efficient, yet handsomely designed, Turntable that is proving its sturdiness throughout the world under the most rigid wartime conditions—and here at home to the complete satisfaction of those who demand a trouble-free turntable for all recording and play-back purposes.

Available Now On Proper Priority

(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments. Our post-war priority delivery system may be of interest. Write at once for details.)

Planning for New Equipment?
Consider These Gates Advantages:

- Heavy rugged construction combined with precision in its highest form . . .
- Uses 1/50 HP of inside rim drive. Proved choice of discriminating engineers . . .
- Inbuilt long life, for years of continuous service with minimum attention . . .
- Instantaneous speed change combined with "wow" free accuracy and regulation . . .
- Electrical reproducing set supplied for all popular playback requirements, with accentuating and high fidelity response characteristics . . .
- Designed for the hardest, most exacting professional usage . . .
- Ball bearing motor.

Gates
RADIO COMPANY
QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD

YOU GET ALL 3

✓ Coverage
✓ Audience
✓ Sales
ON WMT

Meet Iowa's rich corn country folks. Meet the people who are in a position today to buy YOUR product—people who will be here tomorrow, too.

Meet them through WMT. It's the station they listen to. It's the station with the coverage . . . with the audience . . . to get you SALES!

MINNEAPOLIS-ST. PAUL
MINN.
WIS.
SIOUX CITY
MASON CITY
WATERLOO
FORT DODGE
DUBUQUE
IOWA
WMT
CEDAR RAPIDS
CLINTON
MARSHALLTOWN
DES MOINES
DAVENPORT
ROCK ISLAND
OTTUMWA
BURLINGTON
OMAHA
CHICAGO
NEB.
MO.
ILL.
KAN.
KANSAS CITY
ST. LOUIS

Largest Primary Area in IOWA

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by the Katz Agency

Rep. Miller Demands Inquiry by House On Dismissal of Upton Close Contract

A THOROUGH investigation into the dismissal of Upton Close as an NBC commentator [BROADCASTING, Nov. 20] was demanded last week by Rep. Louis E. Miller (R-Mo.), member of the House Select Committee to Investigate the FCC.

Rep. Miller's announcement came on the heels of a statement from Niles Trammell, NBC president, branding as "completely false" earlier assertions that "cancellation of Upton Close as an NBC commentator resulted from governmental pressure or outside influence". Chairman Clarence F. Lea (D-Cal.) of the Select Committee earlier had said no formal complaint had been registered with the Committee.

"I have received about 100 letters from constituents and many personal calls, protesting the removal of Mr. Close from NBC," said Rep. Miller. "I have asked Chairman Lea to conduct a thorough investigation to determine whether Mr. Close's contract was cancelled because of pressure from the FCC or other governmental sources." Rep. Miller said he had been told that pressure was brought by Government agencies against Mr. Close.

Still on Mutual

"The NBC notified Mr. Close in October that it would not renew a contract with him which expires Dec. 10 of this year," said Mr. Trammell's statement, released Nov. 19. "This notice was given to Mr. Close as a decision of the NBC made during the summer months as a matter of network operations. We decided to use instead one of our fulltime staff commentators, Mr. Max Hill, former Tokyo correspondent for the AP, who more recently has been representing the NBC in the Mediterranean and the Near East and who has just returned to this country with a wealth of wartime experience."

Mr. Trammell pointed out that the decision to replace one commentator with another "does not involve in the slightest degree the principle of free speech which we have always upheld". He added that Mr. Close is heard weekly on a commercial program on "a competing network" (MBS).

"In connection with all commercial commentators on NBC facilities, it is a standing policy of the company which is understood by our clients, that the selection of such commentators rests with NBC inasmuch as the balanced presentation of news and comment is an obligation and responsibility of the broadcast station or network," said the statement.

"We take full responsibility for the cancellation of our contract with Mr. Close in accordance with its terms. We shall continue to exercise our best judgment in the selection of newscasters and commentators in order that the listening public be adequately served."

Prior to Rep. Miller's assertion that he would demand a full investigation, Reps. B. Carroll Reece (R-Tenn.) and Clarence J. Brown (R-O.), both members of the House Interstate & Foreign Commerce Committee, had called for a Congressional investigation of the Close contract termination.

Mr. Hill takes over the news commentary on *Shaeffer World Parade* (3-3:30 p.m. Sundays) on Dec. 17, with Mr. Close concluding Dec. 10. Former city editor of the *Denver Post*, he left the newspaper field a decade ago to become assistant director of public relations for Frigidaire Corp., a division of General Motors, in Dayton, but a short time later joined AP in New York as city editor. In 1940 he went to Tokyo as AP bureau chief, was taken into Japanese custody when war broke out and after six months in a prison camp returned to America on an exchange ship.

During the past months he has covered the Mediterranean theatre for NBC. He was at Anzio and Cassino, spent three months in Ankara, visited Bucharest and covered the invasion of Greece with British Adriatic forces.

Utilities Sponsor

THE SUNDAY 4:30-5 p.m. period on CBS to be vacated after Dec. 10 by Coca-Cola Co.'s *Pause That Refreshes* will be taken by Electric Companies advertising program Dec. 17 when the utility group shifts Nelson Eddy and the *Electric Hour* to that spot from Wednesday 10:30-11 p.m., using approximately the same137 stations. Agency is N. W. Ayer & Son, New York.

Autolite Adds Two

ELECTRIC AUTOLITE Co., Toledo, (institutional) on Nov. 28 adds WTTM Trenton and on Jan. 2 adds WAZL Hazleton, Pa. to *Everything for the Boys*, making a total of 128 NBC stations, Tues. 7:30-8 p.m. [repeat 12-12:30 a.m.] and has added 10 Canadian stations to same program, Agency: Ruthrauff & Ryan, New York.

WLIB
~~Brooklyn~~
is NOW
WLIB
NEW YORK

WNEW GROSSES $300,000

IN JUST 18 WEEKS FOR THIS SPONSOR!

IN WNEW'S 3½ MILLION FAMILIES, ONE OUT OF EVERY HUNDRED BUYS!*

There is no better measure of a station's sales power *than actual sales!*

In the past 18 weeks—without premiums or special programming—WNEW sold over 35,000 2-volume sets of a pictorial history to its listening audience of 3½ million families. *One out of every hundred bought nearly $9.00 worth of books!*

Here is one of the most successful sales records in radio history! Here is a record that proves beyond question—

WNEW has the "listener confidence" that makes people buy WNEW products . . . sight unseen!

How can you put this sales power to work for your product?

Call or write WNEW now. We will give you the complete details of how advertisers are reaping the powers of WNEW "impact" . . . *why more people listen to WNEW than to any other non-network station in the country.*

*This campaign is still on the air.

WNEW

NEW YORK, 22 NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

KDYL STAFF WINS AGAIN

★ ★

Ned Serrell
KDYL Announcer
Won the 1944
H. P. DAVIS Memorial AWARD

—for announcers with stations on a regional frequency.

★ ★

TWO YEARS IN A ROW

The 1943 Davis Award was also won by a KDYL staff announcer.

This national recognition is further evidence that KDYL advertisers get the very best service.

A Staff Of Well Trained Announcers

Members of our announcing staff are carefully chosen for voice qualities and reading ability. They have various backgrounds, and are a versatile group of thoroughly trained men.

Your messages have every advantage of good diction, personality and sincerity when broadcast to the Utah market on this station.

KDYL

Salt Lake City

Utah's NBC Station

National Representatives:
John Blair & Co.

Naming of Porter Presages Harmony

(*Continued from page 13*)

ist Party national executive committee, in a telegram to Chairman Wheeler (D-Mont.), of the Senate committee. The Socialist Party said the protest was based on the "manifest impropriety of elevation of publicity manager in bitter political campaign and also former counsel for a network to Commission controlling radio and other communications".

Sen. White (R-Me.), acting minority leader and ranking Republican member of the Senate committee, declared last week while certain members of his party had commented that it appeared rather "strange" that the publicity director of the Democratic National Committee should be named to such an important quasi-judicial post, there were no formal protests. As far as he was concerned, Senator White said he had no objection to the appointment. Previously, Sens. Bushfield (R-S.D.) and Butler (R-Neb.) had called for an investigation of Mr. Porter's qualifications. Sen. Gurney (R-S.D.), a member of the Interstate Commerce Committee and former operator of WNAX Yankton, said he was not disposed to oppose the Porter appointment and asserted he had been commended highly.

There were some questions raised about the second FCC vacancy. Designation by the President of Commissioner E. K. Jett as interim chairman until Mr. Porter qualifies, evoked speculation as to whether the existing vacancy is Republican or Democratic. Mr. Jett, who was promoted from chief engineer to the Commission last February, was named as an Independent. At that time the question was raised by Senate committee members as to his political faith.

The Communications Act specifies that not more than four members of the seven-man Commission shall be of the same political faith. With Mr. Porter's appointment, the FCC would comprise three Democrats, two Republicans and one Independent. T. A. M. Craven, who left the Commission last July 1, was a Democrat. Under normal procedures, that vacancy would be filled by one of the same political allegiance.

It was thought likely that no determination would be reached on the Craven successor until Mr. Porter's confirmation and that his views naturally would be solicited. If an issue is made of the political balance on the Commission, it may have some bearing on the party affiliation of the Craven successor.

The NAB Board of Directors, by coincidence meeting in Chicago when Mr. Porter was nominated, unanimously expressed its approval. President J. Harold Ryan promptly extended congratulations to Mr. Porter and pledged active and constructive cooperation with him and with the Commission.

Two top newspapers—the *Washington Post* and the *Indianapolis Star*—editorialized on the Porter appointment last week. Both lauded the chairman-designate's administrative ability—but the *Post*, which has staunchly supported the FCC under the turbulent Fly regime, raised a quizzical eyebrow about the partisan aspect and questioned whether the FCC should come to be "looked upon as a reward for political publicity directors, as the Postmaster Generalship has come to be a reward for the chairmanship of the national committee of the successful party in national elections."

The *Indianapolis Star*, of which Eugene C. Pulliam, owner of WIRE, is editor and publisher, applauded the Porter appointment as "one of the best President Roosevelt ever made". Mr. Pulliam, as head of General Newspapers Inc., was Mr. Porter's boss when the latter was city editor of the *Lexington Herald* and identified with other newspapers in the group. The *Star* editorial follows in full text:

'Paul Porter is O.K.'

"In appointing Paul A. Porter to membership on the Federal Communications Commission, President Roosevelt batted 1,000 for the Democratic party and knocked a home run for public service. From a purely party standpoint Mr. Porter had earned recognition and reward by the head of the Democratic party. As director of publicity for the National Democratic Committee he followed the super-colossal Charley Michelson. It was the most difficult publicity assignment a newspaper man had ever been given, because of the tradition of infallable service which had been built up around Michelson, but Porter came through with flying colors for his chief and his party.

"From the standpoint of public service the appointment is one of the best President Roosevelt ever made. Paul Porter is equipped by experience, abilty and temperament to do a great job on the Federal Communications Commission. He knows practically every person in the radio industry. He has been a part of it. He knows its problems, and he has a practical knowledge of radio operation which will be of inestimable value as he approaches the complicated questions of governmental regulation. Radio people generally are tickled pink over Paul Porter's appointment to the commission.

'Excellent Appointment'

"There is no doubt about Paul Porter's loyalty to President Roosevelt, but he is not a New Dealer in the Rex Tugwell parlance. He just couldn't be. He is the son of a Southern Baptist minister. He is a Kentucky Democrat. He is a first-class newspaper man and a thoroughly trained lawyer. His closest associates in government have been Chester Davis, Ed Stettinius and Judge Fred Vinson. If the fate of America's government were left in his hands it would continue to be a progressive democracy. That is all to the good. That is another reason which gives significance to his appointment on the Federal Communications Commission. President Roosevelt knows Paul Porter personally and intimately. He knows what to expect of him and his appointment is the best evidence of what President Roosevelt expects in the way of public service from the FCC.

"And so *The Star* extends congratulations to Mr. Porter, to President Roosevelt and to the radio public. It is an excellent appointment from every standpoint."

WMCA to Repeat Holiday Roundup

WMCA New York will reach into the front lines to bring families in the New York area messages from their servicemen when the station presents for the second year an overseas roundup from armed forces on Christmas Day. Those at advance posts, who would not participate in the 1943 program, confined to live pick-ups from points having proper transmission facilities, are having their Holiday greetings to family and friends recorded for rebroadcast on Dec. 25.

Areas to be represented will include China-Burma-India, Pacific and Southwest Pacific, the Canal Zone and Europe, possibly including Germany.

Co-operating will be the USO, The American Red Cross, the Army, Navy and Marine Corps.

Cost is expected to go well over the $10,000 spent last year. Plans call for a newspaper campaign to build up an audience.

It's a Habit in Baltimore

WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER
President

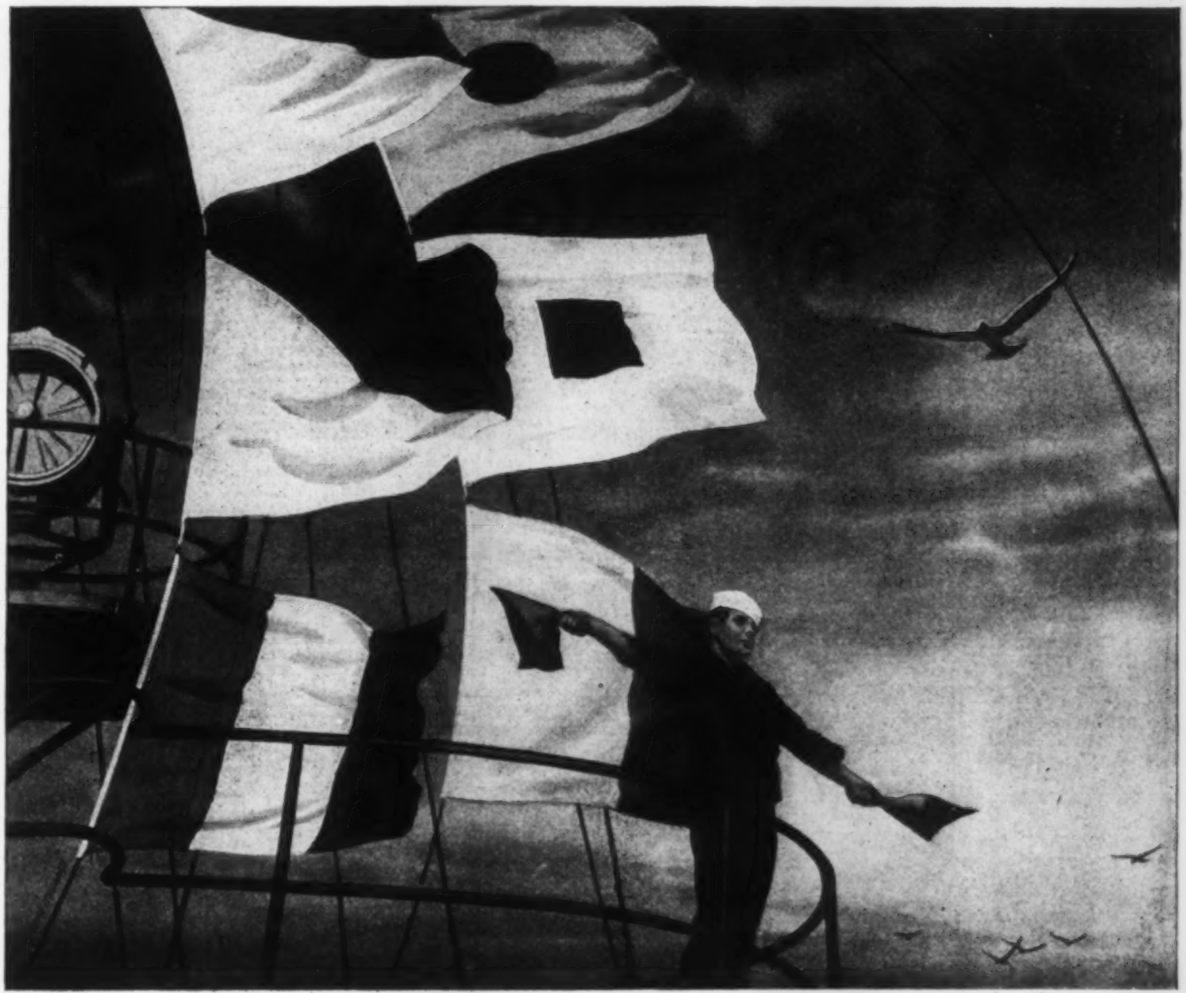
GEO. H. ROEDER
Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

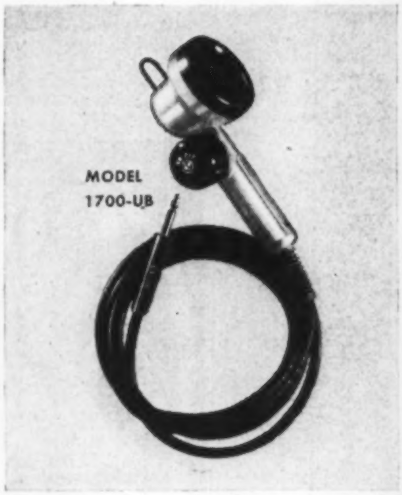
There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BBOADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City



History of Communications. Number Eleven of a Series

NAVY COMMUNICATIONS BY FLAGS



Signal Flags used on a sea-craft were always looked upon by laymen as just a festive decoration. To our blue jackets, they tell the identity of the craft, where she is bound, and many details significant to the sea. The present system of maritime signalling was developed by the British Admiral Popham in 1861.

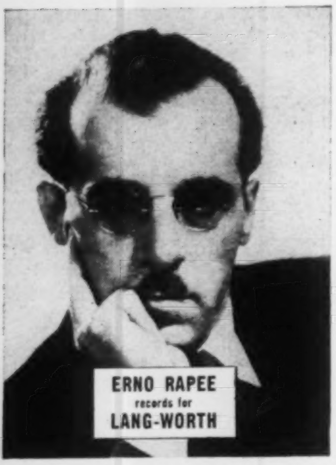
Today our convoys carry Signal Flags and every device known to science to protect their precious cargo. Among these are the electronic voice communication equipments which make every battle wagon complete. Universal is, indeed, proud of the electronic voice components they have produced for the allied armed forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

E
EXCELLENCE IN PRODUCTION

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



History Repeats!

WAIR has not just one but hundreds of outstanding successes to its credit. WAIR's great popularity is due to its ability to sense and meet public demand. A rare station in a rare market.

WAIR

Representative: The Walker Company

Winston-Salem, North Carolina

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

NLRB Halts Petrillo Inroad

(Continued from page 15)

status of employes, or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section 9 (b) of the Act.

We further find that all technical employes, wherever located, of the engineering department of Blue engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal, recording and/or "on the air" playback, excepting "on the air" playback in Chicago, but excluding chief engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, television operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section (b) of the Act.

As noted above, the NABET represents a clear majority of the employes within each of the units found appropriate in Section IV, *supra.** At the hearing, the Companies, the AFM and Local 10 conceded the NABET's majority status in each unit we have found to be appropriate and consented to the certification of the NABET in such units without further proceedings. In the circumstances, we shall not direct elections in accordane with our usual procedure, but shall certify the NABET.

CERTIFICATION OF REPRESENTATIVES

By virtue of and pursuant to the power vested in the National Labor Relations Board by Section 9 (c) of the National Labor Relations Act and pursuant to Article III, Section 9, of Rules and Regulations—Series 3, as amended.

IT IS HEREBY CERTIFIED that NABET has been designated and selected by a majority of all technical employes, wherever located, of the engineering department of NBC, engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcasting, rebroadcast, audition, rehearsal and/or "on the air" playback, excepting "on the air" playback in Chicago, but excluding chief engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, station engineers in charge and their assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, as their representatives for the purpose of collective bargaining, and that, pursuant to Section 9 (a) of the Act, the said organization is the exclusive representative of all employes for the purposes of collective bargaining with respect to rates of pay, wages, hours of employment, and other conditions of employment;; and

IT IS HEREBY FURTHER CERTIFIED that NABET has been designated and selected by a majority of all technical employes, wherever located, of the engineering department of Blue Network, engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal and/or "on the air" playback, excepting "on the air" playback in Chicago but excluding engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, television operations supervisors, station engineers at transmitter of over 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, as their representatives for the purposes of collective bargaining, and that pursuant to Section 9 (a) of the Act, the said organization is the exclusive representative of all such employes for the purposes of collective bargaining with respect to rates of pay, wages, hours of employment, and other conditions of employment.

Harry A. Millis, *Chairman*
Gerard D. Reilly, *Member*
John M. Houston, *Member*
NATIONAL LABOR RELATIONS BOARD

(SEAL)

[* The Field Examiner reported that the NABET submitted 276 authorization cards, of which 265 bore the names of persons listed on NBC's payroll of May 22, 1944, which contained the names of 358 employes in the alleged appropriate unit of NBC's employes; and that the cards were dated, 2 in April 1944; 259 in May 1944:; and 4 in June 1944. He further reported that the NABET submitted 84 authorization cards, of which 82 bore the names of persons listed on Blue's payroll of May 15, 1944, which contained the names of 96 employes in the alleged appropriate unit of Blue's employes; and that all the cards were dated May 1944. The AFM and Local 10 claim an interest in this proceeding by virtue of the latter's closed-shop contracts with the Companies. The Field Examiner reported that NBC and Blue each employed 6 platter turners in Chicago].

Co-op Series on WBBM Renewed by 10 Sponsors

TEN SPONSORS have renewed participation on Paul Gibson's *Housewives Protective League* and *Sunrise Salute* on WBBM Chicago. Companies renewing effective Dec. 1 for 52 weeks are Lite Soap Co., Aurora, Ill. through L. W. Ramsey Co., Chicago; Beatrice Creamer Co., Chicago, (Dairy Products and Vegemator) through Foote, Cone & Belding, Chicago; Armour Soap Works, Chicago, (Chiffon Soap Flakes) through Foote, Cone & Belding, Chicago; Michigan Mushroom Co., Niles, Mich. through L. W. Ramsey Co., Chicago; Martin Food Products, Chicago, (Lady Corinne Preserves) through Macfarland, Avevard & Co., Chicago; United Wallpaper Co., Chicago, (Trimz Wallpaper) through Macfarland, Aveyard & Co., Chicago. Good Foods Co., Minneapolis, (Skippy Peanut Butter) renews for 52 weeks effective Dec. 4 through Garfield & Guild Adv., San Francisco and effective Dec. 11 G. N. Coughlan Co., West Orange, N. J. (Chimney Sweep Soot Destroyer) renews for 13 weeks through Roche Williams & Cleary, N. Y. *Housewives Protective League* is broadcast 4-4:30 p.m. CWT Mondays through Friday and 9-9:30 a.m. CWT Saturdays and *Sunrise Salute* 6-655 a.m. Mondays through Saturdays.

FM Slide Rule

RCA is sending out an FM coverage calculator in the form of a slide rule, to help FM station planners determine potential coverage. It covers transmitting antenna heights from 100-5,000 feet, power ranging from 250 w to 50 kw and turnstile antenna layers. The rule shows both urban and rural coverage in radius from the transmitter and coverage in square miles. It was worked out by the RCA engineering department and is made of materials available under wartime restrictions.

Canada Licenses First Sunrise - Sunset Station

A SUNRISE to sunset station, first in the Dominion, is to go on the air early in 1945, at Toronto. York Broadcasters has been issued a license for a 1 kw station on 1050 kc by the Department of Transport, Ottawa. President of the new operating company is R. T. Fulford, president of C. E. Fulford Ltd., Toronto, manufacturers of patent medicines. Al Leary, formerly manager of CKCL, now CKEY Toronto, is managing director of York Broadcasters, and Jack Part, president of United Transcribed System and Mason's United Advertising Agency, Toronto, is secretary-treasurer.

The new station, whose call letters have not yet been announced, will be equipped with a new Northern Electric 1 kw transmitter, housed in a new building now under construction northeast of Toronto. The antenna is a 230 foot vertical radiator.

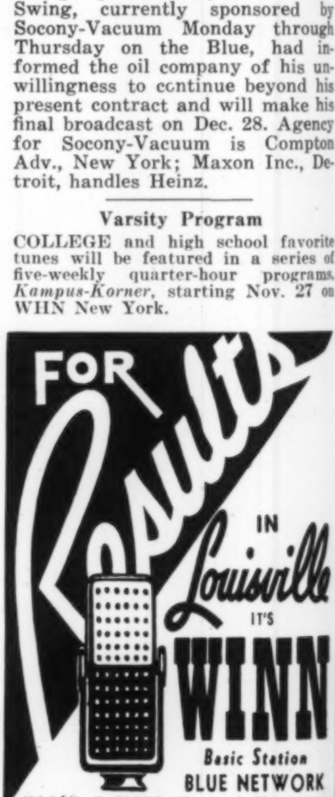
Al Leary has been in broadcasting since 1927 when he was an advertising representative on the *Toronto Evening Telegram*, and brought the first NBC programs into Canada as a promotion feature. He joined CKCL in 1931 as sportscaster and to handle special events. He became manager of the station in 1932, a post he held till the station was sold some months ago [BROADCASTING, Aug. 28].

Socony Takes 'Info'

SOCONY-VACUUM OIL Co., New York, will sponsor *Information Please* on NBC Monday, 9:30-10 p.m. following the Feb. 5 broadcast, last for H. J. Heinz Co., Pittsburgh, which has not renewed the program because of a change in merchandising plans. Raymond Gram Swing, currently sponsored by Socony-Vacuum Monday through Thursday on the Blue, had informed the oil company of his unwillingness to continue beyond his present contract and will make his final broadcast on Dec. 28. Agency for Socony-Vacuum is Compton Adv., New York; Maxon Inc., Detroit, handles Heinz.

Varsity Program

COLLEGE and high school favorite tunes will be featured in a series of five-weekly quarter-hour programs, *Kampus-Korner*, starting Nov. 27 on WHN New York.



Loew's Inc. Seeking 3 Video Stations

Washington, Los Angeles and New York Outlets Planned

ENTRY of the formidable Loew's Inc.-Metro-Goldwyn-Mayer organization into the television field, in competition with other motion picture interests, was undertaken last Friday with the filing of applications for stations in New York, Washington and Los Angeles entailing an estimated expenditure of $1,000,000.

MGM Studios Inc. seeks the Los Angeles outlet, which would be assigned to Channel 17 (282-288 mc), while Loew's Inc. seeks Channel 17 New York, Loew's Inc. station, and 168 mc) for Washington. General Electric equipment is specified throughout, with high definition transmission indicated.

Applications were filed through Herbert L. Pettey, director of WHN New York, Loew's Inc| station, and Herbert Bingham, Washington attorney.

Three other new applications for commercial television outlets have been filed with the Commission during the past fortnight. Scripps-Howard Radio Inc., which has also filed for new FM stations in a number of key cities, has applied for a Channel 1 (50-56 mc) outlet for Washington, to have an ESR of 1,650. Licensee of WEAN Providence, R. I., Yankee Network Inc., requests a Channel 6 (96-102 mc) station for that area. The Evening News Assn., Detroit, operator of WWJ in that city, is applicant for a Channel 1 commercial video outlet, with ESR of 2,480.

Christmas Club Promotes

CHRISTMAS CLUB Inc., New York, for the 15th year will use radio to promote Christmas Club savings. During the week of Dec. 4 more than 55 stations will carry five-minute programs sponsored by the club. Show is also available for local sponsorship by banks not associated with the Christmas Club. Newspaper advertising will supplement the radio campaign. Agency is Brooke, Smith, French & Dorrance, New York.

Complete Set of
1939-40-41-42-43-44
IOWA RADIO
AUDIENCE SURVEYS

will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.

Each study contains new information on listening habits of Iowa radio families. 80 sets available. Write to

WHO—912 Walnut St.
Des Moines 7, Iowa

WE Anniversary

WESTERN ELECTRIC Co., New York, marks its 75th anniversary this year with the release of a feature-length film "Heritage for Victory", depicting the history of the company from its start shortly after the Civil War in Rochester, N. Y. to its present status as producer of communications and electronic equipment for the armed forces. The film will be previewed by WE employes.

WNEW PLANS STUDY OF RESEARCH PLAN

BELIEVING that the Broadcast Measurement Bureau presents special problems for independent stations, WNEW New York will conduct a study to find out whether the proposed ballot plan will give an exhaustive picture of station listening in a metropolitan area such as New York.

Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia U., and one of the three research specialists retained by the NAB to study sample requirements for its survey, will also consult with WNEW, whose findings will be submitted to the NAB Research Committee.

A statement issued by WNEW last week indicated that the survey was inspired by some question as to whether the ballot system would be effective "in a metropolitan area where there are a great many stations and where foreign language groups and low-educated groups may have difficulty in remembering call letters and answering a written questionnaire." According to Dr. Lazarsfeld, a variety of approaches through personal interview and mail will be tried. Specific economic groups will be covered.

Seeks Developmental CPs

THE COWLES interests, which operate KRNT WNAX KFNF WHOM WCOP WOL, last week filed applications with the FCC requesting construction permits for five developmental broadcast stations, all to utilize 49,100 kc with 1,000 w power and special FM emission. Stations would be located in Washington, Des Moines, New York, Boston and also Minneapolis, where the Cowles group has filed for a new standard station through Northwest Broadcasting Co. According to the applications, the experimental program as proposed has for its objective the "qualitative determination of some of the laws governing very high frequency propagation and the quantitative evaluation of the effects of variations in the medium upon the performance of high frequency stations" using FM.

WSVA Control Shift

CONSENT was granted by the FCC last week to acquisition of control of Shenandoah Valley Broadcasting Co., licensee of WSVA Harrisonburg, Va. by Frederick L. Allman, president, through purchase of 50 shares common stock (16.66%) from Charles P. Blackley for $7,000. Mr. Blackley wishes to devote fulltime to the development of the new standard station at Staunton, Va. for which he has filed application. Mr. Allman now holds 52% interest in WSVA.

WPB Action

(*Continued from page 15*)

on specific authorization. Producers and processors are not permitted to buy radio tubes except under the same conditions as affect war contractors.

The relaxations are contained in an amendment to Priorities Regulation 13, effective Nov. 22. Two lists now appear in PR 13. List A covers materials and products, and classifies buyers to whom special domestic sales may be made in accordance with specific regulations. List B, a new list, covers materials and products and enumerates conditions pertaining to export sales. Listed critical parts and components for sale or export require an AA-5 preference rating or better, but unlisted equipment and components may be sold on non-rated orders.

List B enables exporters to purchase surpluses for foreign sale under the same conditions as domestic distributors, provided arrangements are made with the Foreign Economic Administration which handles export licenses. Previously, it was explained, no electronic material from idle or excess radio and radar stocks were available for export.

The amendment, WPB said, will aid the overall surplus picture by opening the export market and permitting the flow of this type of material to civilian uses in an orderly manner.

KSWO, KMYR Shifts

KSWO Lawton, Okla., last week filed with the FCC an application requesting assignment of license from Willard Carver, deceased, and Byrne Ross to Mr. Ross and R. H. Drewry, a new partnership doing business as KSWO Broadcasting Co. Mr. Drewry purchases half-interest for $17,500 from the widow of Mr. Carver, who is unable to assume station responsibilities. F. W. Meyer, sole owner of KMYR Denver, asks consent for assignment of license from himself to a new corporation in which he would hold majority interest (251 shares). Albert G. Meyer, station manager, who now holds a single share, has subscribed to 247 shares at approximately $100 per share. Remaining share is held by W. A. Alexander. Mr. F. W. Meyer, KMYR general manager, is president of the new company.

Glascock Case Closed

A CERTIFICATE of justifiable homicide was issued last week by Arlington County (Va.) Coroner W. C. Wellburn in the fatal shooting of a 20-year-old Negro intruder by Mahlon A. Glascock, commercial manager of WRC Washington. The intruder, who had been accused of making "indecent and vile" proposals by telephone to Mrs. Glascock, had illegally entered their house when Mr. Glascock was in the back yard with his children. Mr. Glascock had not worked for several days because of the man's repeated threats and had asked police protection.

IT TAKES
RDX to
Spell DESTRUCTION
TO THE ENEMY!

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Stephens Meeting Stresses Air Future

Walker, Avery Among Speakers at College Session

By ARLENE SHOEMAKER

[*Special to* BROADCASTING]

THE BASIC problem of radio in the future will be to make it operate in the public interest, Commissioner Paul A. Walker told over 300 delegates at the final session of the Regional Radio Conference, held at Stephens College, Columbia, Mo.

Mr. Walker, introduced by Willard Egolf, NAB, foresaw great expansion in the radio art, a development that "will revolutionize and improve American industry."

Profitable Future

"This postwar expansion should be financially profitable to both industry and labor," Mr. Walker said. He pointed out that to be effective the new system of radio must have broadcasting station managers who are "more than dollar-minded and who want radio to bring maximum social benefits."

Emphasizing an increase in educational programs, Mr. Walker said, "We need more roundtable discussions and town meetings of the air which brings out facts and points of view on important public questions. We need programs to help the citizen solve his personal problems and give him a rational basis upon which to formulate opinion."

Theme of the Conference, which was attended by broadcasters, administrators and educators, was "Programming for the Home of Tomorrow".

Dr. Harry Summers, Public Service Division, Blue Network, started the three-day parley with "Programming for Tomorrow". Summers predicted that newscasting will drop more than 50% in volume after the war. "The whole question of commentators will undergo a thorough revision in the postwar period. The commentators of tomorrow will be specialists in their particular fields," Summers said.

Dr. Tyler's Predictions

Dr. I. Keith Tyler, Ohio State U., and president of AER, was also among the headline speakers at the opening session of the conference. Speaking on "Radio Tomorrow", Dr. Tyler stated that radio, FM, and television will be in a position to offer the greatest visual and technological aids to education at all levels after the war. Dr. Tyler predicted the possibility of at least 100 AM stations, 3,000 FM commercial stations in local communities, 300 FM educational stations, 300 television stations in populous centers, 85% of the homes equipped with AM-FM, 20% of the homes equipped with television and television theatres in all communities.

"The whole picture is dependent upon continuing a high level of national income," said Dr. Tyler. "The development of commercial FM depends upon ability of communities to support increasing numbers of stations and the development within schools means an educational revolution."

"The burden of a lasting peace is going to fall almost inevitably on the radio industry of the world," said John O. Rennie, head of the radio branch, British Information Service, speaking on "What the Individual Station can do to Promote International Friendship". "International radio on a large scale will be as big a factor as penicillin or air transport," Rennie said.

Mr. Rennie presented three ways in which radio must appeal to the conscience of listeners. The first lies with the major networks and the international shortwave stations; second, the use of shortwave pick-ups and recordings transmitted by beam telephone; and the work which can be done by the individual stations in this country.

"The independent station must bulk large in any scheme for selling the idea of friendship with other countries," he said. He pointed out that popular American conceptions of Britons are largely confined to two stock characters: the exaggerated Oxford "stage Englishman" who is ordinarily presented as a P. G. Wodehouse character, and the Cockney cab driver who is presented as the voice of the "little people". Mr. Rennie said, "If we proved one thing in this war in Britain it is that a dead earl looks very much like a dead plumber and there is no difference in either the nature or the degree of his sacrifice."

Bulgarian Radio

"The broken families or a shattered future are the same in Yorkshire or Missouri; the road to a new and better world has the same hills and turns in England or the Middle West. It is by the peculiar and intimate powers of radio that people are going to have to learn about each other."

Miss Ava Johnson, former consultant to the Bulgarian government and at present news analyst for KXEL Waterloo, Ia., gave a startling picture of the differences between radio in Bulgaria and America, addressing the conference on "Radio in Bulgaria".

"In Bulgaria they play to a better audience in assuming that the audience has a higher degree of intelligence. They don't play down to the audiences as we do here," Miss Johnson said. She pointed out that they have had this standard longer than we and as we move into an era when radio is becoming an international competitive field, those people are not going to acquire our tastes. She emphasized the importance of new programming for international radio.

Speaking on news broadcasting, Miss Johnson stated that Americans need a background to understand the slant of international news. "Of course the news is slanted," she said, "but Americans need to recognize this fact and realize that it varies according to where it is coming from."

Three experts in the field of television, Comdr. William C. Eddy, Chicago; Richard W. Hubbell, WLW Cincinnati, and J. D. McLean, General Electric Co., Schenectady, closed the first day of the conference with a panel discussion on "Television".

"None of the nine television stations have yet bought cash registers and general mass production of television equipment will not take place for several years," said Comdr. Eddy. "However," he said, "in spite of television being a problem child from the operation standpoint, it has already proven itself to be a practical medium of communication."

Video Projects

Mr. McLean told the group that already 90 television stations are planned for postwar construction to serve 67,000,000 people. Concerning advertising through television, Mr. McLean said, "It is by far the most powerful selling media ever developed."

The daytime radio serial as a medium for projecting the point of view of professional and service groups, as well as governmental agencies, was described by Irma Phillips, radio, author and supervisor, Chicago.

Citing the job now underway as an indication of what the daytime radio serial can accomplish in the world of tomorrow, Miss Phillips said:

"In no way should anyone discount or discredit what Government messages via the air have attempted to do in the solving of our daily problems; but no other vehicle has been qualified or equipped to do what the serial drama has done." Miss Phillips pointed out that the key to the introduction of important messages to the home lies in entertainment. She added: "By listening to these serial

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HARTFORD 4 CONNECTICUT
WDRC—FM
RETAIL SALES UP
Again in December
A predicted increase, according to Sales Management, of 9.5% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market.
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CONNECT IN CONNECTICUT
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U.P. gives you
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BEST COVERAGE
OF THE WORLD'S
BIGGEST NEWS"

WING
Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio
Dayton, Ohio
WEED & CO *National Representatives*

dramas, the woman feels she's not alone in facing certain situations of the times. They help lessen the tension under which the homemaker is forced to live today."

In a panel discussion of children's programs held at the conference, Miss Gloria Chandler, Junior Leagues Inc. New York, stressed the importance of the local stations in the production of children's shows. "The local radio setup is the true laboratory for this type of program," she said. "Here there is more opportunity to test, plan and develop new ideas in new fields and it is the responsibility of the community and the station to join hands in developing radio shows for children."

Lew Avery Speaks

Speaking on "Station Advertising Problems," Lewis Avery, NAB Director Broadcast Advertising, told the several hundred representatives present at the conference that mass pre-selling of materials and methods may be necessary to solve postwar living problems. He emphasized the need of more creative intelligence in producing advertising.

Dr. Henry A. Bowman, head of the Marriage and Family Division, Stephens College, stressed the need for women's radio shows that would help women meet the increasing personal and social problems facing them in the postwar world as well as how to mix a sunshine cake.

"There is a new aspect to homemaking beyond domestic skills," Dr. Bowman said. "We can receive domestic skills, personal appearance hints and escape from women's shows but more is needed. Personal relationships involved in marriage, for example, should be attacked through women's shows and long time planning for this is needed."

Also participating in the discussion of women's programs were Judith Waller, NBC, Chicago; Dorothy Lewis, NAB, New York; Grace Johnsen, Blue Network, New York; Peggy Cave, KSD St. Louis; Ann Hagen, War Food Administration, Washington; Barbara Bates, WOW Omaha; Frances Dixon, WENR Chicago; Georgia Bowman, American Red Cross, St. Louis; Ann Hayes, KCMO Kansas City; Vicki Corey, KDKA Pittsburgh; Natalie Potter, WAVE Louisville; Nancy Sherman, KXOK St. Louis.

HE CAN'T GET AWAY from a microphone, even in the Army. Pvt. Vic Campbell, in civilian life production manager of WGY Schenectady, stands by in the GHQ radio section, Dutch New Guinea, to relay news of the Philippine landings to networks and press associations as stand-by announcer for the PRO radio section, news and periodical section, Gen. MacArthur's headquarters.

CBS Boosts FM Area

INSTALLATION of a new two-bay General Electric antenna, 800 feet above street level (860 feet above sea level) at 500 Fifth Ave., New York, has enabled WABC-FM to give its service area reception three times more powerful than before, according to CBS engineers. They said the 3-kw FM transmitter approaches maximum efficiency by making its program service available to 98% of the population within the coverage area specified by the FCC for an FM transmitter in New York. With the new antenna, the station's service area is extended from less than 50 miles to about 60 miles from the transmitter.

Canada Affiliates

NETWORK affiliations for stations in Canada's three Atlantic coast provinces, have finally been cleared for commercial programs, with the settlement arranged for stations in Halifax, effective January 1, 1945. The complicated structure in Halifax has been unsettled for some months, since the advent of CBH and CJCH, both now operating on 100 watts, in addition to CHNS, one of the oldest Canadian stations. Line-up effective Jan. 1, 1945, gives CBC Trans-Canada network CBA Sackville, CBH Halifax, CJCB Sydney, CHSJ Saint John, CFNB Fredericton; on the CBC Dominion network CHNS Halifax, CFCY Charlottetown, CKCW Moncton, CJFX Antigonish, CKNB Campbellton, and CJLS Yarmouth.

Legislative Committee Of NAB Meets Dec. 13

WITH THE organization of the new Congress ahead, the NAB Legislative Committee will meet in Washington Dec. 13 at the call of Chairman Don S. Elias, WWNC Asheville. Consideration of plans for legislation at the next session will be the main topic. The pending White-Wheeler Bill (S-814) dies with the adjournment of this session, which probably will end prior to the Christmas holiday.

Members of the legislative committee, in addition to Chairman Elias and NAB President J. Harold Ryan, include Clair R. McCollough, WGAL Lancester; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. Shouse, WLW Cincinnati; J. Leonard Reinsch, WSB Atlanta; G. Richard Shafto, WIS Columbia, S. C.; Harry R. Spence, KXRO Aberdeen, Wash.; O. L. (Ted) Taylor, KTOK Oklahoma City.

PULSE NOTES DROP FOR SMITH, BENNY

BOTH Jack Benny and Kate Smith show declined in ratings for October, under their respective 1944 averages, according to the Nov. 15 *Radio Audience,* in which listening surveys in New York, Philadelphia and northern New Jersey are analyzed by the Pulse Inc., New York.

Miss Smith's rating dropped from her 1944 Pulse average of 23.9% to 10.7% for October, while Mr. Benny's rating declined from a 1944 average of 37.6 to 31.7. Raising the question as to the 7:30-8 p.m. program choice of listeners who formerly tuned in both programs, before they were shifted to the 7 p.m. Sunday night hour, the Pulse concluded that Miss Smith's rating rises from 10.8 for the first half-hour of her show, to 15.1 for the second half. In her former spot she lost listeners during the latter half hour.

The Jack Benny show is heard on NBC, 7-7:30 p.m. and the Kate Smith program on CBS, 7-8 p.m. Sundays.

Parker Plans Campaign

PARKER WATCH Co., New York, in its first major radio effort is starting a series, *These Are Our Men,* Saturdays 2-2:30 p.m. on NBC for 12 weeks starting Dec. 2, as the opening gun of a campaign to start the first of the year. Plans for 1945 include a spot campaign of chainbreaks and time signals on as many stations in Parker's 75 markets as can supply the time. Berne W. Wilkins, radio director of Sterling Adv., New York, which handles the account, plans a cross-country trip to line up the schedule. Parker previously confined radio to placements by local dealers. The series, in behalf of War Bonds, will dramatize the lives of high ranking U. S. military leaders, starting with the President.

Walters Missing

CHARLIE WALTERS, former WBT announcer, has been reported missing in action and is thought to be a prisoner of war inside Germany. The War Dept. notified his wife last week.

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TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS
BROADCASTING MAGAZINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 18 TO NOVEMBER 24, INCLUSIVE

Decisions . . .

NOVEMBER 20

Evening News Publishing Co., Newark, N. J.—Placed in pending file application new FM station.

Greensboro Broadcasting Co., Greensboro, N. C.—Same.

The Valley Broadcasting Co., Steubenville, O.—Same.

WMFR High Point, N. C.—Same.

WJAC Johnstown, Pa.—Placed in pending file applications new commercial television station.

Interstate Circuit Inc., Dallas—Same.

Radio Sales Corp., Seattle, Wash.—Same.

WFBM Inc., Indianapolis—Retained in pending file application new FM station.

1230 kc NEW-Georgia Broadcasting Co., Savannah, Ga.—Granted petition insofar as it requests leave to amend application so as to request 1230 kc; denied insofar as it requests removal of application from hearing docket and grant without hearing.

1230 kc NEW-Moline Broadcasting Co., Moline, Ill.—Designated for hearing application new station 250 w unlimited.

550 kc-WSVA Harrisonburg, Va.—Granted acquisition control by transfer 16.66% stock from Charles P. Blackley to Frederick L. Allen for $7,000.

1450 kc NEW-Herald Publishing Co. of Klamath Falls, Ore.—Granted application new station 250 w unlimited; conditions.

NOVEMBER 21

1260 kc-WOL Washington—Granted license renewal main and aux. trans. for regular period.

780 kc-WBBM Chicago—Granted license renewal for regular period.

1580 kc NEW-Harold Thoms, Durham, N. C.—Denied petition for reconsideration and grant of application new station 250 w unlimited.

NEW-Calumet Broadcasting Corp., Hammond, Ind.—Granted petition in part for leave to amend application new station; denied request for grant and designated application for further hearing.

1450 kc-WWDC Washington—Granted license renewal for main trans. and synchronous amplifier for period ending 10-1-45. Granted authority for same period for waiver Secs. 2.53 and 13.61 so as to permit operation synchronous amplifier by remote control from main trans.; same conditions heretofore.

930 kc-WTAD Quincy, Ill.—Granted petition to reconsider and grant application for assgn. license from Illinois Broadcasting Corp. to Lee Broadcasting Inc.

Following stations were granted license renewals for period ending 11-1-45: KGVO KSCJ (and aux.) KSRO WDSU (aux. only) KFBB WRR (and aux.).

Following stations were granted license renewals for period ending 11-1-47: KGIR KIDO KILO WAKR WBNX WHK WPAB WQBC WSYB KARM KBWD KDFN KGCX KMED KSLM WALA WBCM WBNS (and aux.) WEGO WMBG (and aux.) WSFA WWRL.

Licenses of following stations were further extended on temp. basis only pending determination license renewal applications, for period ending no later than 2-1-45: KDAL KSWO KVOA WAAF WCAX WCLE WCOP WDEL WIBC WILM WMBO WMT WOV (and aux.) WOWO WNEW (main and aux.) WPEN (main and aux.) WPRA.

WAYS Charlotte, N. C.—Granted license renewal for period ending 5-1-46.

Applications . . .

NOVEMBER 18

730 kc-WWDC Washington—CP change 1450 kc to 730 kc, increase 250 w to 50 kw, install new trans. DA-DN, change trans. location to Potomac, Md.

49,100 kc NEW-WOL Washington—CP new developmental station, 1 kw, FM special emission.

49,100 kc NEW-WHOM Jersey City, N. J.—CP new developmental station, 1 kw, FM special emission.

550 kc-WMRC Greenville, S. C.—CP change 1490 kc to 550 kc.

1230 kc NEW-Donald W. Reynolds, Fort Smith, Ark.—CP new standard station 250 w unlimited.

1480 kc-KCMO Kansas City—License to cover CP authorizing increase power, changes ground system.

940 kc NEW-Independent Broadcasting Co., Des Moines, Ia.—CP new standard station 250 w N 1 kw D unlimited.

49,100 kc NEW-KRNT Des Moines—CP new developmental station, 1 kw, FM special emission.

49,100 kc NEW-Northwest Broadcasting Co., Minneapolis—CP new developmental station, 1 kw, FM special emission.

Tentative Calendar . . .

NOVEMBER 27

Oral Argument

Promulgation of Rules & Regulations under Sec. 317 of Communications Act.

Consolidated Hearing

1230 kc NEW-Beauford H. Jester et al, Waco, Tex.—CP 250 w unlimited.

1450 kc-KDNT Denton, Tex.—CP 1450 kc 250 w unlimited.

1450 kc NEW-Truett Kimzey Greenville, Tex.—CP 250 w unlimited.

1230 kc-WACO Waco, Tex.—CP 1230 kc 250 w unlimited.

Consolidated Hearing

580 kc-KFXD Boise, Ida.—CP 580 kc 1 kw unlimited DA.

600 kc NEW-Queen City Broadcasting Co., Boise, Ida.—CP 1 kw unlimited DA-N.

1340 kc NEW-Idaho Broadcasting Co., Boise, Ida.—CP 250 w unlimited.

McClatchy Broadcasting Co. (KMJ) is intervenor.

NOVEMBER 29

1580 kc NEW-Harold H. Thoms, Durham, N. C.—CP 1 kw unlimited.

Oral Argument

640 kc-WOI Ames, Ia.—Special service authorization 640 kc 5 kw 6 a.m. to local sunrise.

NOVEMBER 30

1470 kc-KPLC Lake Charles, La.—CP change assignment to 1470 kc 1 kw unlimited.

DECEMBER 1

Further Consolidated Hearing

1240 kc NEW-Birney Imes Jr., Meridian, Miss.—CP 250 w unlimited.

1240 kc NEW-Mississippi Broadcasting Co., Macon, Miss.—CP 250 w unlimited.

1520 kc NEW-Radio Air Ways Inc., Eugene, Ore.—CP new standard station 1 kw unlimited.

44,300 kc NEW-Evansville on the Air Inc., Glenwood, Ind.—CP new developmental station, 50 kw, special emission (dismissed at request of applicant).

NOVEMBER 22

Channel 6 NEW-WEAN Providence, R. I.—CP new commercial television station.

1490 kc NEW-Times Publishing Co., Erie, Pa.—CP new standard station 250 w unlimited.

Channel 1 NEW-WWJ Detroit—CP new commercial television station, ESR 2,480.

1340 kc NEW-Durham Broadcasting Co., Durham, N. C.—CP new standard station 1580 kc 250 w unlimited, amended to request 1340 kc.

1150 kc-KSWO Lawton, Okla.—Assgn. license to Byrne Ross and R. H. Drewry, d/b KSWO Broadcasting Co.

Channel 1-Raytheon Mfg. Co., Waltham, Mass.—CP new commercial television station.

49,100 kc NEW-WCOP Boston—CP new developmental station, 1 kw, FM special emission.

1200 kc-WEGO Concord, N. C.—CP change 1400 kc to 1200 kc, make antenna changes.

1400 kc NEW-Wayne M. Nelson, Charlotte, N. C.—CP new standard station 250 w unlimited.

43,700 kc NEW-WAPO Chattanooga, Tenn.—CP new experimental high frequency station, 1 kw, A3-FM emission, amended to change class to developmental station.

1450 kc-KTRI Sioux City, Ia.—Transfer control from Tribune Co., to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly (125 sh 50%).

48,500 kc NEW-KIDO Boise, Ida.—CP new FM station, 1,148 sq. mi., $11,680 estimated cost.

Pillsbury Plans

PILLSBURY MILLS Inc., Minneapolis, announced the appointment of both McCann-Erickson Inc., Minneapolis, and Leo Burnett Co., Chicago, to assist in a postwar products advertising campaign, according to H. W. Files, v-p in charge of sales and advertising. McCann-Erickson will continue its present campaigns for the firm with the exception of Pillsbury's Farina which will be handled by Leo Burnett Co.

WMCA Sale Details Given

(*Continued from page 16*)

Mr. Flamm "anything comforting" pending the sale.

Mr. Roberts said Mr. Flamm was "afraid of what the Commission would do" and that "half the things I told him would frighten anybody to death. . . . I was on the inside of it and knew the whole thing was a hoax. If I did not participate in this conspiracy, Mr. Flamm today would own WMCA."

He told the Committee he knew the FCC "had absolutely no interest" in the case, that David K. Niles, executive assistant to the President had nothing to do with it and that stories of FCC pressure allegedly told Mr. Flamm were false. He testified that he dictated a proposed "affidavit" to file with the FCC after Mr. Flamm filed petition asking the Commission to vacate its order granting transfer to Mr. Noble. The statement, read into the record by Mr. Sirica, was taken from an exhibit in the civil suit now pending, according to the Committee general counsel.

Questioned by Rep. Hart, Mr. Roberts said part of the statement was true and other parts false, that he had no intention of filing it, but wrote it to "scare" Mr. Flamm. He asserted that it had been planned to have it published in BROADCASTING but said the magazine was "not involved." Several times, both during his testimony and while he sat in the audience, Mr. Roberts objected to Rep. Hart's questioning. Rep. Hart demanded to know with whom the witness conferred during the noon recess. Mr. Roberts said he conferred with Chairman Lea, Messrs. Sirica, Barker and Handelman. He denied he has had any business connection with Mr. Flamm since he left his employ just prior to the transfer.

Noble Denies Allegations

He testified that Mr. Dempsey told him he'd talk to Sol Taishoff, editor of BROADCASTING, and have him "put the fear of God in Flamm." Mr. Flamm, on the stand, said Mr. Taishoff talked to him about the case but "only as a reporter seeking news". Mr. Taishoff, called to the stand later, testified that he had heard of the proposed affidavit, that Mr. Roberts had called him from New York, but that he had never seen such an affidavit. Chairman Lea asked the publisher if he had been called into conference by a Commissioner regarding the WMCA investigation. Mr. Taishoff said he hadn't.

Mr. Noble categorically denied the accusations made by Mr. Roberts and Mr. Flamm, contending he never met Roberts until the day of the transfer; that Thomas G. Corcoran had nothing to do with his employing Dempsey and Koplovitz; that he felt $850,000 was a "fair price" for WMCA in view of its gross billings and physical asserts, and that the station actually cost him $940,000.

At one point, Mr. Sirica asked: "Isn't it a fact they (the attorneys) told you they scared Flamm into selling?" Mr. Noble replied: "You know that's not true, Mr. Sirica." The Committee counsel replied: "Certainly I know its true—just as true as I'm prosecuting this case."

"I hope you're not prosecuting this case," interjected Rep. Hart. Mr. Sirica explained his expression resulted from his former practice in the attorney general's office.

Mr. Noble said it was Mr. Flamm who insisted on approval by the FCC by Dec. 31, and that Mr. Flamm called the late Thad Brown, former Commissioner, from Mr. Noble's apartment and told Col. Brown he was "happy with the deal and wanted everything rushed through."

Mr. Noble said the original legal bill from Dempsey & Koplovitz was for $75,000, and admitted that he had "torn it up."

Hearings were adjourned until today (Nov. 27) at 10 a.m.

O'FALLON, BISHOP GET DENVER MUZAK

ELECTRON NETWORK, a new company formed by Eugene O'Fallon and Frank Bishop, respectively owner and general manager of KFEL Denver, has obtained the Muzak franchise for that city and environs and about the first of the year will begin a wired program service to entertainment and industrial establishments in the Denver region.

Company will offer a dual service, Mr. Bishop said, comprising a straight musical service to restaurants, bars, etc., and a special service to industrial plants comprising 20 minutes of each hour. The industrial service begins with light music early in the work day, he explained, but the music becomes more stimulating as the day goes on to overcome increasing fatigue.

Material for both services is contained in the basic Muzak library of 600 recordings, comprising some 3,000 musical selections, which costs Electron $1,200, with additional recordings, released monthly, billed at $2 each. With an investment of approximately $8,500 in equipment for a central studio from which programs are sent out by telephone wires to subscribers, the initial investment will total about $10,000, Mr. Bishop said.

St. Louis Criticism

NEWSCASTS and daytime serials were criticized at the first meeting last week of the Radio Council of St. Louis which was organized as part of a national movement to improve radio programs. Dorothy Lewis, NAB coordinator of Listener activity, addressing the 75 representatives of the radio industry and civic and listener groups said daytime serials "are altogether too melodramatic and trite." George M. Burbach, manager of KSD, criticized interruption of news by middle commercials and said the programs should be sponsored only by the most reputable advertisers.

Ready for Video

PLAN for a theatre that provides for the installation of large-screen television apparatus have been filed in New York, said to be the first time a television installation has been planned as a definite part of theatre construction. No video equipment has been ordered, according to Elliot A. Daitz, president of the 1350 Sixth Avenue Corp., which will erect the theatre at that address.

Blue Encouraged By FM Response

Only One of 111 Questioned Not Applying for License

OF 111 Blue affiliate stations replying to the questionnaire sent Sept. 25 by Keith Kiggins, Blue vice-president in charge of station relations, asking for their FM plans, three are already operating FM stations, 35 have filed applications for FM stations with the FCC and 65 definitely intend to file such applications. The other eight repiles include seven from broadcasters who aren't sure what they are going to do and want to see what happens before they decide. Only one of the 111 said that he was not going to apply for an FM license.

Such response is definitely encouraging to the Blue which lacks the high-powered clear-channel stations that give NBC and CBS an advantage in selling facilities today and looks forward to FM as a chance for all networks to start on an even footing, with programs, promotion and merchandising becoming the vital factors in determining which network will be the better buy for advertisers.

Encouraging Response

The Blue, which itself has applied for FM transmitters in New York, Chicago, Los Angeles and San Francisco, is especially encouraged by the fact that this response came without any pressure from the network, which is just now preparing to send the first follow-up letter asking for replies from the stations which have not yet sent them in.

In addition to the replies from its own affiliates, the Blue has received four letters from FM applicants asking if they can become Blue outlets when their stations are ready to begin broadcasting.

A number of Blue affiliates who have not yet filed FM applications have asked the Blue for engineering assistance and for information about FM transmission equipment announced by various manufacturers. Some stations have also asked the network for assistance in deciding what type of FM coverage they should apply for. The network has received several requests for help in getting the Government to give permission to stations to lease mountain locations within National Parks to them as FM transmitter sites. Other stations have asked for programming aid, with one affiliate asking the Blue to persuade the FCC to permit permanent duplication of AM and FM programs.

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PAUL H. RAYMER

Hon. Robert Pendergast
Campbell-Mithun, Inc.
Minneapolis, Minnesota

Dear Bob:

Honest to Betsy! The darndest things happen around here. This morning I was leaning on my broom and lending an ear to the "Saturday Recess" (a local kids quiz show originating in the Diamond Department store here), when one youngster drew the question, "Who wrote 'Poor Richard's Almanac'?". Quick as a flash she came back with "Uncle Si". Now, you and I know . . . and so does any Branham man . . . that the only almanac folks around here know is "Uncle Si's Almanac", a WCHS feature for nigh on to four years, so you can't blame the kid.

Yessir, the darndest things happen.

Regards,
Yours,
Algy

WCHS
Charleston, W. Va.

. . . but what happened first?

Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

WWJ Bans Disc Announcements

(Continued from page 13)

agreeable to follow Mr. Bannister's lead."

Industry reaction was varied, with most broadcasters praising the aims of WWJ's general manager, but suggesting modified methods of attaining them.

J. Harold Ryan, president, NAB, stated:

"The new WWJ policy is an interesting evidence of the constant care that individual stations are exercising over programming in the public interest."

'Worthy of Study'

George W. Smith, general manager WWVA Wheeling and vice-president of Fort Industry Co., said:

"I think the move is worthy of study by both advertisers and stations. I believe something mutually satisfactory could be worked out. However, I believe those concerned should sit down and discuss the problem constructively. Perhaps NAB could appoint a committee to promote such a discussion."

Mortimer C. Watters, general manager WCPO Cincinnati and vice-president of Scripps-Howard Radio Inc.:

"I disagree with Mr. Bannister—not with the spirit which motivates his action, but with the method he's employing. In my opinion, some of these transcribed announcements are no more obnoxious than live copy would be. If there's progress to be made in producing better spot copy, I believe it lies with station management making a determined effort to raise the standards of copy. There has been a great deal of criticism of singing commercials, but I don't think they're so bad."

Nathan Lord, general manager WAVE Louisville:

"In my opinion, live copy can be just as bad as transcribed copy and I don't feel that eliminating all transcribed announcements is the way to clean up the situation. I believe it's up to individual management to exercise selective judgment."

Trammell Interested

Niles Trammell, president of NBC, commenting on the action of Mr. Bannister's station, said: "I shall watch with a great deal of interest the developments in the plan for handling spot announcements which has been inaugurated by station WWJ Detroit. In my opinion, transcribed announcements are not in themselves evil nor on the other hand are live announcements necessarily good for broadcasting. I believe that the broadcasting industry can do a much more intelligent job of handling one-minute and chain-break announcements than has characterized their use during the past several years.

"If a station feels that chain-break or one-minute announcements are essential to its financial welfare, such announcements should be utilized in reference to the part each announcement will play in the development of the entire program structure of the station. Careful thought should be given not merely to the product advertised during the preceding or following program but to the mood and theme of those programs. A singing commercial, no matter how clever it may be, following on the heels of a symphony program, may be ridiculous in the extreme, and does neither the station nor the announcement sponsor much good.

"The day may well come when in the interests of good programming broadcasters will reject all chain-break announcements and will incorporate the one-minute announcements in program periods specifically designed for that purpose. Whether such announcements are transcribed or made live is of secondary importance if the station adheres to a proper concept of good programming."

Dr. Frank Stanton, president of CBS, compared the policy of CBS' key station WABC New York to that laid down by Mr. Bannister for WWJ. Dr. Stanton said: "WABC for the past nine months has not accepted any station break announcements. We carry time signals, service announcements on weather, war effort announcements, and spots calling attention to following CBS programs, at the station break. We build programs to carry the one-minute announcements, and we exercise careful discrimination in the acceptance of all announcements, live and transcribed."

Disc Viewpoint

A spokesman for one of the major transcription firms in New York, who asked that his name not be used, said that while his company as a service organization would record announcements as long as advertisers and agencies order them, the total loss of this sort of business would not seriously affect the transcription industry.

"In fact," he added, "the elimination of recorded spots might lead to an increased sale of tailor-made commercial programs which call for the cutting of a new master for each broadcast. That would more than compensate for the loss of recorded announcements, which are used over and over again".

WWJ's edict may have the effect of stimulating the agencies to "clean up" certain transcribed announcements by giving them more appeal, possibly adding music, and generally putting more money into them, according to Robert Clarkson, manager of the transcription division of the Columbia Recording Corp.

Mr. Clarkson suggested that the issue might develop into a "recording battle" between the stations and the agencies, with the latter "conceivably threatening to pull out their half-hour programs from those stations refusing the spot discs."

Agency Observations

Agencies generally differed sharply with Mr. Bannister's method of improving spot announcements.

Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York, said: "Stations would use far better sense if they accepted advertising on the basis of copy content, and not on whether they are live or transcribed.

"I would be inclined to drop from an advertising schedule a station with WWJ's policy rather than switch to live copy, unless there was no alternative station in the market," she added.

Describing Mr. Bannister's motives as laudable, Blayne Butcher, radio director of Newell-Emmett Co., posed the question: "Can he reproduce as entertainingly with local stations the caliber of announcements he can get in transcriptions?"

Defeats Its Purpose

"I heartily approve of a station picking and choosing which discs to use," Mr. Butcher continued, "but to knock them out completely is very short-sighted."

The only advertiser placing transcribed spots through Newell-Emmett at the present time, Mr. Butcher said, is Pepsi-Cola. He said this account was on practically every station in the country. Pepsi-Cola was a pioneer in sponsoring singing commercials.

"Such a policy defeats just what it is trying to achieve— good quality announcements," in the opinion of Reggie Schuebel, radio director and timebuyer of Duane Jones Co.

"In a normal period," Miss Scheubel said, "a station wouldn't dare do this."

Spokesmen for Donahue & Co., New York, which handles a volume of recorded spot announcements, expressed the belief that advertisers would resist the WWJ policy and that it would result in a loss of business for the station.

Franco's Views

Mr. Franco, commenting on the WWJ move, said: "If we can depend on all stations to do the job WWJ is doing, there's no need for transcriptions," Mr. Franco added. He said, however, that there are only several hundred stations in the nation equipped to perform as WWJ does. He said his agency would be willing to provide copy for live spot announcements on WWJ, adding that he admired Mrs. Bannister's stand.

Only move comparable to that of WWJ's was taken by WQRX New York last spring [BROADCASTING, April 3] when that station adopted a plan of refusing singing commercials, after an unsuccessful attempt to re-produce such spots in a fashion tailored to the WQXR program policy.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer-operator wanted by station in Rocky Mountain area. Send experience, snapshot, and three references. Men only. First grade license. Box 875, BROADCASTING.

Wanted! Operator-announcer with first class license for future chief engineer at radio station in small town in heart of Willamette Valley, in Oregon. Good RCA equipment, good working conditions. Prefer family man. Box 885, BROADCASTING.

CBS affiliate in beautiful New England university city needs experienced announcer. Prefer family man interested in permanent position with future at good salary. Station largest in area with no competition. If interested write Box 889, BROADCASTING.

Wanted—Announcer-program director who can write continuity. Salary plus overtime and special shows for network station in New England. Box 915, BROADCASTING.

Major market CBS regional station (midwest) is looking for a high calibre emcee-ad lib personality to handle two hour morning show plus others. Must be able to address Rotary etc. meetings, handle public service affairs. Good salary and commission commensurate with ability. Permanent position. Send full details and picture to Box 920, BROADCASTING.

One announcer, one 1st class operator by Blue Network, 250 watt station. Deep south. Box 924, BROADCASTING.

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio station KSEI, Pocatello, Idaho.

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

Wanted announcer that can do newscasts regular job. Please state starting salary in first communication. Contact Manager, WBRW, Welch, W. Va.

Wanted—First or second class operator. Car necessary. Write FM station WBCA, 408 State Street, Schenectady 5, New York.

WALA, Mobile, has an opening for an announcer who desires to get ahead. An excellent salary, talent fees, permanent. No floaters wanted. Send transcription.

Situations Wanted

Chief engineer. 4 years experience. 3 years with 50 kw. FM and directional. Must be permanent. Box 903, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

Starting New, Intensive

DAY & EVE.

Mid-Season Courses

DECEMBER 4

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Situations Wanted (Cont'd)

Program Director—Announcer. 8 years in radio; married, 4F; programming-announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Radio engineer desires position as chief of one kw or larger. Experienced all phases. Box 900, BROADCASTING.

Californian wants to return to his native heath. Seven years experience as program director, writer, timebuyer in best New York and California agencies and networks. Capable executive, good organizer, interested in agency, station, network or television position with a future in the Golden State. Box 902, BROADCASTING.

Engineer, first class. Wide experience all phases control and transmitter operation and maintenance, 250 watt to 50 kw. Box 904, BROADCASTING.

Announcer, 1½ years experience, news, adlib, turntables, control board. Prefers change, northeast. Married, honorable discharge. What's your offer? Box 905, BROADCASTING.

Experienced newscaster, long press association background. Draft exempt, available December 1st. Box 907, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 908, BROADCASTING.

Two announcers experienced in news commercials and production. Honorable discharges. Desire location together with permanent affiliation in view. Box 909, BROADCASTING.

Three top announcers and stable married men. One top disc jockey, one top newsman, one top straight commercial want positions with progressive organization. Will consider individual offers. Presently employed CBS station midwest. Box 910, BROADCASTING.

Experienced announcer, newscaster, married, 4F, dependable, want job with future. Prefer warm climate. Box 913, BROADCASTING.

Announcer—2½ years of experience at an outstanding northeastern 50 kw station. Young, conscientious, hard working, college man. Please state salary, commercials hours. Draft exempt. Box 914, BROADCASTING.

Announcer experienced for all around work. Age 26, married, ex-serviceman. Making self available to good offer. Box 916, BROADCASTING.

Situations Wanted (Cont'd)

Operator—1st phone, 1 year experience, 4F. Chance to attend university. Part time desirable. Box 917, BROADCASTING.

Newscaster-announcer. Experienced, also ad libbing and specialty shows. Box 921, BROADCASTING.

FM engineer wants position engineer FM-AM station or electronic sales engineer. First phone, second telegraph. FM-television experience, Law degree, radio instructor. Will travel. Prefer west coast or New England. Box 923, BROADCASTING.

Announcer—Experienced announcing, writing, production. Operate RCA and WE equipment. Qualified in NBC competitive auditions. Audition transcription available. Deferred, 26, $50. Box 925, BROADCASTING.

Announcer—Woman, now on staff well-known 5 kw. 5 years experience news, music, women's, acting. Transcription upon request. Box 926, BROADCASTING.

Experienced salesman-announcer-organist. Have proven record top-salesman. Clear announcing voice. 12 years solo organist largest theatres. Available March 1945. Go anywhere. Prefer midwest. 38, 4F. Box 927, BROADCASTING.

Experienced salesman—Better than average man with excellent sales and personal record, seeks connection with progressive station offering better than average opportunity for job well done. 7 years intelligent radio sales, family man, A-1 reference. Regional, local experience. East or midwest preferred. Box 928, BROADCASTING.

You've found your announcer-script writer. Experienced writer with good program ideas wants position with NBC affiliate where she can combine writing and announcing. Employed now. Box 930, BROADCASTING.

Announcer—29, Naval discharge, good voice. Will work hard for small station. 3338-Hardin, Memphis, Tenn. Phone 48-4202.

Experienced announcer. Smooth style, rich voice, personality. Handled network shows. Rudolph Hoffman, 219 Vernon Avenue, Brooklyn, New York.

Engineer—First class with two years experience wants position in east or northeast. Available now. Draft status 4F, 23 years of age. Fred Heslep, Route 2, Jacksonville, Arkansas.

Newscaster, announcer, eighteen months experience, capable copywriter, sober, reliable. Charles Grady, 329 West 84th St., New York City.

Situations Wanted (Cont'd)

Script writer. Drama, news, commercials. Good academic background, widely traveled, linguist. Will accept position with radio station, agency, preferably Chicago. Samples, references on request. Box 931, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted to buy—Antenna, frequency monitor, modulation monitor, and other complete equipment for 250 watt station. Box 899, BROADCASTING.

Wanted—One (1) Weston 301 Voltmeter 0 to 1.5 KV or 0 to 2 KV complete with multiplier, either new or used. Box 906, BROADCASTING.

Wanted—One or two turntables, new, used, or rebuilt. What have you? Cash arrangement. Box 911, BROADCASTING.

Wanted to buy—Small station in small town. Prefer southwest. Give details in first reply. Strictly confidential. Box 922, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

For Sale

For sale—Shure Unidyne microphone, model 556-B, Presto model K recorder. Both like new. Box 912, BROADCASTING.

Slightly used telepix. Very cheap. Mrs. H. Massat, 2250 Dayton St., Chicago 14, Ill. Lincoln 8081.

Miscellaneous

Radio man, honorably discharged from Army, wants to buy interest in or control of 250 watt station. Box 918, BROADCASTING.

HELP WANTED

Pianist:

Able to double Hammond Organ and Novachord. Excellent permanent job with nationally known 5 kw midwestern station. Give full particulars.

BOX 901, BROADCASTING

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants

Commercial Radio Equip. Co.

Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Radio Salesman Wanted

- This is directed at a radio salesman that wouldn't usually answer an ad. We are a basic network station in a prominent Eastern city. We have a fine opportunity for a man who can service and sell radio. Good money, nice associates, place to grow in responsibility and earnings. Box 919 Broadcasting.

Kesten Stresses International Broadcasting on Return to U.S.

CBS V-P Sees Great American Opportunity In Postwar Radio, Video Development

"DESPITE the best job of reporting that any nation at arms has ever received, America is not getting, and cannot get, the real story of its men in action and its machines in action as long as military secrecy is vital," Paul W. Kesten, CBS executive vice-president said last week in a statement issued after his return from a trip to England. Expressing determination that this story "shall not be lost after the war, as it was in large part after the last war," Mr. Kesten said that CBS is already planning a postwar series, tentatively titled *Decensored*, to tell that story.

Mr. Kesten

Expressing a conviction that "the United States should maintain fully the international broadcasting facilities that have been expanded during the war" in the postwar era, Mr. Kesten said that even a few weeks spent outside this country are sufficient to show the importance of American news, American affairs and American entertainment to foreign listeners. Pointing out that the most popular network programs are available today both in England and on the continent, for civilian listeners as well as our troops, he continued:

"Some indication of the vital importance abroad of American thinking and planning was evident in the fact that the United States attitude toward international aviation and world shipping received more time on the air in BBC newscasts than any other single item in 24 hours of world news, although it was totally eclipsed in American news broadcasting by events on the war front. There is no question in my mind of the increasing importance to the United States of international broadcasting from this country after the war."

French Television

Commenting on television progress in France, where shortly after the liberation "they were able to demonstrate actual pictures which make our prewar television standards look wholly obsolete," Mr. Kesten declared that "the leverage of this French development on American television planning cannot be ignored." He expressed the opinion that, in view of the larger number of prewar sets purchased in England, that country may resume television on prewar standards, but that the British may emerge with a television system which might set the pace for the rest of the world, except for the single American advantage of color.

The Germans, he said, although well advanced in television before the war, "apparently lacked the imagination to develop color television." The French "have apparently concentrated all their work on black-and-white pictures." The British, while showing real interest in color television, "have not produced a practical full-color system."

He concluded: "Thus the United States seems to be in the enviable position of having world leadership in television at its fingertips. It would, in my opinion, be deplorable if, in America of all countries, a short-sighted clinging to the status quo should make us falter at this point."

Bonds Today

SUNG to the tune of Irving Berlin's famous Treasury song "Any Bonds Today", WWVA Wheeling followed all station break announcements on the opening of the Sixth War Loan with the phrase "Buy a Bond Today".

Heinz Drops 'Info'

H. J. HEINZ Co., Pittsburgh, after two years sponsorship of *Information Please* on NBC, Mondays, 9:30-10 p.m., will discontinue the show Feb. 12. According to a spokesman for Maxon Inc., New York, the show is being discontinued because of a new advertising setup calling for concentration on regional advertising. Quiz program, the agency said, was impractical for regional cut-in commercials. Indications are that the 9:30 p.m. spot will not be retained, with specific future radio plans to be determined at agency-advertiser conferences.

NAB Group to Aid Capital Reporters

Correspondents and Officials Meet to Discuss Activities

A COMMITTEE to cooperate with the Washington Radio Correspondents Assn. in promoting better facilities for broadcast newsmen covering the Capitol has been appointed by J. Harold Ryan, president of NAB.

The committee includes L. Spencer Mitchell, manager of WDAE Tampa, and H. K. Carpenter, manager of WHK Cleveland. It will serve as a subcommittee of the NAB Radio News Committee, of which Karl Koerper, manager of KMBC Kansas City, is chairman.

Plans for the committee's activity were to be discussed at a meeting Nov. 27 between President Ryan, C. E. Arney Jr., secretary-treasurer of NAB, and Earl Godwin, president of the correspondents' assn. and William Costello, CBS Washington correspondent. A third correspondent, Richard Harkness of NBC, serving with Mr. Godwin and Mr. Costello in parleys to be held with NAB officials, was unable to attend.

The NAB and Radio Correspondents Assn. committees will confer soon with William Vaughn, acting superintendent of the House Radio Gallery, and Harold McGrath, superintendent of the Senate Radio Galley.

Royal Heads Video at NBC; Brooks Is Named Successor

SHIFT in NBC's executive lineup making John F. Royal vice-president in charge of television and placing the network's international relations and foreign office personnel previously directed by Mr. Royal under the supervision of William F. Brooks, director of news and special events was effected last week by an executive order issued by Frank E. Mullen, NBC vice-president and general manager.

Mr. Royal

Mr. Brooks

The move puts Mr. Royal, whose former duties as head of international relations and new developments included supervision of television, exclusively in charge of the latter service. It was made because of plans now being formulated to develop and expand NBC's video activities, the announcement stated. After 18 months in which NBC's telecasts had been limited to films, the schedule was expanded in the fall of 1943 to include sports events, operas and variety shows. Recently WNBT, NBC's television station in New York, started twice-weekly boxing bout telecasts under sponsorship of Gillette Safety Razor Co. WNBT has picked up several football games this fall.

Ray Kelly, manager, program production facilities; John T. Williams, business manager of the television department; production directors Edward Sobol, Paul Alley and Ernest S. Colling and their staffs will report to Mr. Royal under the new setup.

Mr. Brooks now directs all of NBC's international relations with foreign broadcasting agencies, such as the BBC, in addition to those involving news and special events. Recently returned from Pearl Harbor, where he and the news heads of the other major networks conferred with Adm. Chester W. Nimitz on Pacific war coverage, he plans to leave shortly for London, Paris and Rome to confer with NBC personnel in Europe and to expand the network's international organization.

Fred Bate, manager of NBC's international shortwave department, in charge of all broadcasts originated by NBC for transmission abroad in cooperation with the Office of War Information and the Coordinator of Inter-American Affairs, continues in that post but now reports directly to Mr. Mullen instead of to Mr. Royal.

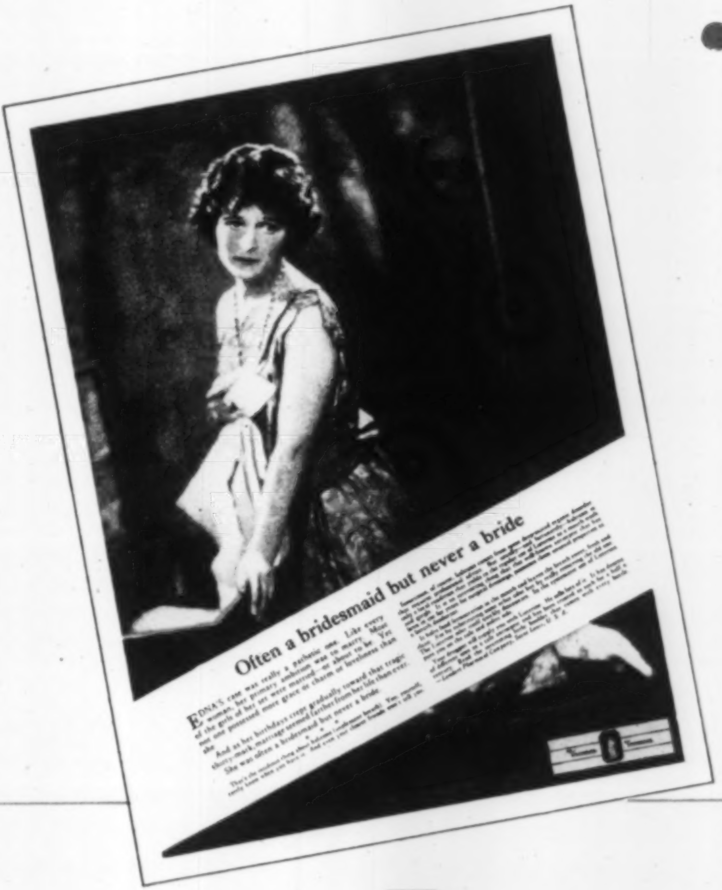
WOOF
SID HIX

Drawn for BROADCASTING by Sid Hix

"—Now Take A Little Pinch—-OOPS! Not You, Mr. Schneider!"

Berle Show to CBS

EVERSHARP Inc., Chicago, manufacturers of pens and pencils, on Dec. 20 will shift Milton Berle's *Let Yourself Go* from the Blue Network, Tuesday, 10:30-11 p.m. to CBS Wednesday, 10:30-11 p.m. Latter spot is being vacated Dec. 10 when electric companies shift Nelson Eddy to Sunday, 4:30-5 p.m. Eversharp also sponsors *Take It or Leave It* on CBS, Sundays, 10-10:30 p.m. Agency is Biow Co., New York.



Often a bridesmaid but never a bride

EDNA'S case was really a pathetic one. Like every woman, her primary ambition was to marry. Most of the girls of her set were married—or about to be. Yet not one possessed more grace or charm or loveliness than she.

And as her birthdays crept gradually toward that tragic thirty-mark, marriage seemed farther from her life than ever. She was often a bridesmaid but never a bride.

● ADVERTISING
MUST PACE PROGRESS

This Ad made an Industry out of "hush-hush!"

Listerine startled America in 1922 with "Often A Bridesmaid But Never A Bride"*—featuring "halitosis". People were shocked by this frank discussion, of a "hush-hush" subject.

But drug and toiletries manufacturers rubbed their hands in satisfaction, for the door of public consciousness had been opened—and a new, prosperous industry moved in to stay!

Created by Milton Feasley and Gordon Seagrove of Lambert & Feasley, Inc.

In the Distribution Decade, Advertising Must Help Create Many New Industries

ADVERTISING faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but *sell* 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

Just as all forward-looking Agency men are actively studying this problem, we are examining its application to the great 4-State market that is WLW-land. We'll have some interesting things to report to you when the time comes.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION